Okay. Will clear these. Will send buildings one.

**Pamela D. Pennington**
**202-368-4761**

Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
pamela.pennington@gsa.gov

On Tue, Sep 15, 2020 at 2:23 PM Rob Borden - AC <robert.borden@gsa.gov> wrote:

I think these are fine.  I still need to share the buildings one with Emily.  Can you resend me the link?

_____

**Robert Borden**

On Tue, Sep 15, 2020 at 11:50 AM Pamela Pennington - ZM (via Google Docs) <drive-shares-noreply@google.com> wrote:

pamela.pennington@gsa.gov has invited you to edit the following document:

Mendez v. Westminster tweets - on USGSA Twitter account

This is a series of tweets on a landmark case regarding civil rights for Hispanic Heritage Month - the case took place in a USGSA building. Before posting it - I wanted to make sure you were good with it.
Open in Docs

Google Docs: Create and edit documents online.
Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA
You have received this email because pamela.pennington@gsa.gov shared a document with you from Google Docs.

## You've turned on two-factor authenticati on for @USGSA

This means you'll need to use a second authentication method in addition to your password when you log in to Twitter. You can turn off two-factor authentication any time in the Account > Security section of your Twitter settings.

Make sure to save a single-use backup code in a safe place. This lets you log in to Twitter if you lose your mobile phone or don't have access to any of your other two-factor authentication methods.

Save a backup code

Learn more about two-factor authentication

**How do I know an email is from Twitter?**

Links in this email will start with "**https://**" and contain "**twitter.com** " Your browser will also display a padlock icon to let you know a site is secure.

Help | Not my account | Email security tips

This email was meant for @USGSA

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

| Subject: | Fwd: URGENT: @GSAEmily appears to have been hacked |
|---|---|
| Date: | Wed, 18 Nov 2020 21:28:59 -0500 |
| From: | Pamela Pennington - ZM <pamela.pennington@gsa.gov> |
| To: | Emily Murphy - A <emily.murphy@gsa.gov>, Rob Borden - AC <robert.borden@gsa.gov>, Allison Brigati - AD <allison.brigati@gsa.gov>, Trent Benishek - L <trent.benishek@gsa.gov>, Alexandra Barrett - AC <alexandra.petrucci@gsa.gov>, Maddy McCaslin - AC <madeline.mccaslin@gsa.gov> |
| Message-ID: | <CAMFu_=ShWgFUf2-LtCzGcjh4BKb8h9C6b24ZNpZaxPcM2qWM-Q@mail.gmail.com> |
| MD5: | 24844397ca0e265feea5ef507a6c1e7e |

Sharing the emails below in case you need twitter contacts to get info removed immediately - they have been responsive.

ldevoll@twitter.com

andreap@twitter.com

gov@twitter.com

**Pamela Pennington**
**202-368-4761**

Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
pamela.pennington@gsa.gov

---------- Forwarded message ---------
From: **Twitter Government & Politics** <gov@twitter.com>
Date: Wed, Nov 18, 2020 at 8:48 PM
Subject: Re: URGENT: @GSAEmily appears to have been hacked
To: Vanessa Ros - I <vanessa.ros@gsa.gov>
Cc: Gabrielle Perret - ZMA <gabrielle.perret@gsa.gov>, Lauren Devoll <ldevoll@twitter.com>, Andrea Pereira Palacios <andreap@twitter.com>, Vince Eckert - DBB <vincent.eckert@gsa.gov>, Pamela Pennington - ZM <pamela.pennington@gsa.gov>

Thanks for reaching out. We'll escalate with the Support Team for further review from here.

--

**Twitter Government & Elections**

gov@twitter.com | follow us: @TwitterGov

On Wed, Nov 18, 2020 at 8:10 PM Vanessa Ros - I <vanessa.ros@gsa.gov> wrote:

Thanks Gaby - I've forwarded this incident to our security team

U.S. General Services Administration

Vanessa Ros

Chief of Staff

Office of GSA IT

202-412-5625

vanessa.ros@gsa.gov

gov@twitter.com | follow us: @TwitterGov

On Wed, Nov 18, 2020 at 8:08 PM Gabrielle Perret - ZMA <gabrielle.perret@gsa.gov> wrote:

I have changed the password and deleted that tweet.

On Wed, Nov 18, 2020 at 8:04 PM Gabrielle Perret - ZMA <gabrielle.perret@gsa.gov> wrote:

(b) (6)

Can you assist asap?

--

**U.S. General Services Administration**

**Gabrielle Perret**

Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

--

**U.S. General Services Administration**

**Gabrielle Perret**

Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location*** | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**Subject:** Re: [SocialMedia] Re: Request: Twitter/LinkedIn for FMP Strategy 2020 Retro release 1/15, 1/18, 1/19

**Date:** Thu, 14 Jan 2021 10:19:38 -0500

**From:** Kim Armeni - ZMM <kimberly.armeni@gsa.gov>

**To:** Domini Artis - ZCA <domini.artis@gsa.gov>

**Cc:** SocialMedia <SocialMedia@gsa.gov>, Joan Kornblith - ZCA <joan.kornblith@gsa.gov>, Connie DiPasquale - ZCA <connie.dipasquale@gsa.gov>

**Message-ID:** <CAPw4WtjowsuhdJNwVs=HYwuNBDLRwUUT7KMks5UdMCL-Cy6-Tg@mail.gmail.com>

**MD5:** bbac0b70509dcf4cfa92900e3598528a

Great - thanks Domini! Will get these scheduled today.

Thanks!
-Kimberly

On Thu, Jan 14, 2021 at 10:15 AM Domini Artis - ZCA <domini.artis@gsa.gov> wrote:

Good morning! Here is the link, also updated below: https://go.usa.gov/xAEM7

Thanks so much!

**Domini Artis**
Strategic Engagement Coordinator

U.S. General Services Administration
Office of Strategic Communication

Acquisition Client Team
domini.artis@gsa.gov
202.805.6595

On Wed, Jan 13, 2021 at 3:38 PM Domini Artis - ZCA <domini.artis@gsa.gov> wrote:

We would love to have @USGSA Twitter and @GSA LinkedIn accounts send out the following for the FMP Strategy 2020 Retro, which goes live tomorrow, 1/14.

I will reply to this email with the link tomorrow once the release is live. Please note that we are using the same link and the same image for all social.

| DATE | TIME | PLACEMENT | CONTENT | IMAGE |
|------|------|-----------|---------|-------|
| 1/15 | morning | LinkedIn/ | GSA's Federal | Image |

Twitter

Marketplace

Strategy is

improving the

buying and selling

experience for

buyers, sellers, and

acquisition

professionals.

Preview the Winter

'21 FMP Strategy

Release and see

recent

achievements here:

M7

#FAS #FMP

1/18       afternoon       LinkedIn       Image

GSA's Federal

Strategy 2020

Retro is now

available! See

how we used your

feedback to make

56 improvements

to the buying and

selling experience

this past year and

get a sneak peak

at what's to

come. Read more

here:

https://go.usa.gov/xAE

M7

#FAS #FMP

1/19 afternoon Twitter Have you checked [Image](Image)

Marketplace

Strategy 2020

Retro? Check out

our new video, an

amazing

infographic

showcasing the

year's major

achievements,

and get a peek at

what's to come.

View here:

https://go.usa.gov/xAE

M7

#FAS #FMP

Thanks so much, and please contact me if there are any questions.

Best,
**Domini Artis**
Strategic Engagement Coordinator

U.S. General Services Administration
Office of Strategic Communication

Acquisition Client Team
domini.artis@gsa.gov
202.805.6595

**Subject:** New login to Twitter from Chrome on Windows
**Date:** Mon, 10 Aug 2020 12:29:43 +0000
**From:** Twitter <verify@twitter.com>
**To:** GSA <pamela.dixon@gsa.gov>
**Message-ID:** <18.6A.47673.7BD313F5@twitter.com>
**MD5:** 16bb0305e4b7f933147a75c0017543a6

**We noticed a login to your account @USGSA from a new device. Was this you?**

New login

| Location* | Washington, DC |
| Device | Chrome on Windows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

How do I know an email is from Twitter?
Links in this email will start with "https://" and

contain
"twitter.
com."
Your
browse
r will
also
display
a
padloc
k icon
to let
you
know a
site is
secure.

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Tue, 07 Jul 2020 15:54:47 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <C8.87.47292.7CA940F5@twitter.com> |
| **MD5:** | bfa808686396885749a83fa387beec82 |

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

**L o c at io n\*** An na nd ale . VA

**D e vi ce** Ch ro me on Wi nd ows

\*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

> **Review the apps** that have access to your account and revoke access to any unfamiliar apps. **Learn more**.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and

contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Thu, 19 Mar 2020 12:36:59 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <D7.BB.49496.B67637E5@twitter.com> |
| **MD5:** | d780080376f592bdbea2efe118843215 |

## We noticed a login to your account @USGSA from a new device. Was this you?

**New login**

| Location* | Washington, DC |
|---|---|
| Device | Chrome on Windows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

| **Review the apps** that have access to your account and revoke access to any unfamiliar apps. Learn more.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and

contain "[twitter.com](twitter.com)." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

| Location* | Washington, DC |
|---|---|
| Device | Chrome on Windows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and

contain "twitter. com." Your browser will also display a padlock icon to let you know a site is secure.

**Subject:** New login to Twitter from Chrome on Windows
**Date:** Mon, 16 Mar 2020 17:21:48 +0000
**From:** Twitter <verify@twitter.com>
**To:** GSA <pamela.dixon@gsa.gov>
**Message-ID:** <F3.BF.48043.CA5BF6E5@twitter.com>
**MD5:** 1d492c582fa65afc352a5af7fb63b76c

## We noticed a login to your account @USGSA from a new device. Was this you?

**New login**

**Location*** Washington, DC

**Device** Chrome on Windows

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

> Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and

contain "[twitter.com](twitter.com)." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a recent login for your account @USGSA.**

| Device | Safari on iPhone |
|---|---|
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a login to your account @USGSA from a new device. Was this you?**

New login

| | |
|---|---|
| **Location*** | Annandale, VA |
| **Device** | Chrome on Windows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

How do I know an email is from Twitter?
Links in this email will start with "https://" and

contain "twitter. com." Your browse r will also display a padloc k icon to let you know a site is secure.

**We noticed a login to your account @USGSA from a new device. Was this you?**

New login

| Location* | Washington, DC |
| Device | iPhone |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.

com."
Your
browse
r will
also
display
a
padloc
k icon
to let
you
know a
site is
secure.

**We noticed a login to your account @USGSA from a new device. Was this you?**

New login

| Location* | Washington, DC |
| Device | Chrome on Windows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

> **Review the apps** that have access to your account and revoke access to any unfamiliar apps. **Learn more**.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and

contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| | |
|---|---|
| **Subject:** | New login to Twitter from iPhone |
| **Date:** | Thu, 16 Jan 2020 16:59:55 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <0C.8D.48043.B86902E5@twitter.com> |
| **MD5:** | aee6b42de11c4fa03ebe757a695c9cbc |

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

| | |
|---|---|
| **Location*** | Scaggsville, MD |
| **Device** | iPhone |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

> Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.

com."
Your
browse
r will
also
display
a
padloc
k icon
to let
you
know a
site is
secure.

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Tue, 07 Jan 2020 15:12:34 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <85.7F.41423.2EF941E5@twitter.com> |
| **MD5:** | 19532f64df6938e2eecd126ce7c9fa52 |

**We noticed a login to your account @USGSA from a new device. Was this you?**

New login

| | |
|---|---|
| Location* | Washington, DC |
| Device | Chrome on Windows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

- **Review the apps** that have access to your account and revoke access to any unfamiliar apps. **Learn more**.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and

contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

**Location*** Washington, DC

**Device** Chrome on Windows

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padloc

k icon
to let
you
know a
site is
secure.

Help | Email security tips

We sent this email to @USGSA

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

| | |
|---|---|
| **Subject:** | New login to Twitter from iPhone |
| **Date:** | Fri, 22 Nov 2019 18:15:00 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <B2.35.42040.4A528DD5@twitter.com> |
| **MD5:** | ed0be6931b8b75a5ad95c0feb03c2cd6 |

**We noticed a login to your account @USGSA from a new device. Was this you?**
New login

| | |
|---|---|
| Location* | Bowie, MD |
| Device | iPhone |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

> Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.

com." Your browser will also display a padlock icon to let you know a site is secure.

Subject: New login to Twitter from iPhone
Date: Sun, 03 Nov 2019 12:18:22 +0000
From: Twitter <verify@twitter.com>
To: GSA <pamela.dixon@gsa.gov>
Message-ID: <0F.DB.47673.E85CEBD5@twitter.com>
MD5: e69def77e94e0f77ffe699ae3ee4500e

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

| L o c at io n* D e vi ce | Bla de ns bur g, MD iPh one |
|---|---|

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you

know a
site is
secure.

**Subject:** New login to Twitter from Safari on iPhone
**Date:** Sun, 03 Nov 2019 12:19:39 +0000
**From:** Twitter <verify@twitter.com>
**To:** GSA <pamela.dixon@gsa.gov>
**Message-ID:** <AF.AE.42481.BD5CEBD5@twitter.com>
**MD5:** 7f648300bf29aad21cac05db2cd4a302

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

| L o c at io n* | Bla de ns bur g, MD |
| D e vi ce | Saf ari on iPh one |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let

you
know a
site is
secure.

We sent this email to @USGSA.

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Fri, 14 Sep 2018 16:50:37 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <87.24.21242.DD6EB9B5@twitter.com> |
| **MD5:** | 34945b9b1efd99c98e64c3998ccb3aee |

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location*** | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Mon, 28 Oct 2019 20:08:03 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <16.82.41760.3AA47BD5@twitter.com> |
| **MD5:** | 134a27aad84bb4c42cdcb4b8517b016b |

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

| L o c at io n* | Wa shi ngt on, DC |
|---|---|
| D e vi ce | Ch ro me on Wi nd ows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padloc

k icon
to let
you
know a
site is
secure.

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Mac |
|---|---|
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**Subject:** New login to Twitter from Chrome on Windows
**Date:** Wed, 14 Aug 2019 13:09:40 +0000
**From:** Twitter <verify@twitter.com>
**To:** GSA <pamela.dixon@gsa.gov>
**Message-ID:** <56.CF.44879.418045D5@twitter.com>
**MD5:** 5497f9f4ec01662734a1adbdd6cef0e3

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Windows |
| Location* | Chillum, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Here are my recommendations for Media Affairs Top 3 Wins 2019. Happy to send more as needed!

(b) (5)

**Pamela D. Pennington**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.pennington@gsa.gov

On Tue, Aug 27, 2019 at 8:40 AM Mark McHale - Z <mark.mchale@gsa.gov> wrote:

**Lead Team --**

Yesterday afternoon Emily requested that we share with her the Top 3 OSC Accomplishment for this fiscal year -- as she's preparing a roll-up to share with OMB (something new I guess). While she wanted this information by EOD tomorrow -- **I'd like to have your input by 12 noon today ahead of my 1:1 with her this afternoon.**

**So Donna**, what are the Top 3 wins when thinking about the regions, PBS and FAS?

**Pam**, what are the Top 3 wins in the media affairs, media relations and social media space?

**Justin**, what are the Top 3 wins in the digital media and operational space for OSC?

I'll take you collective feedback/input and land on our Big 3 for OSC and share them with Emily. Thanks in advance for your help on very short notice.

**Mark**
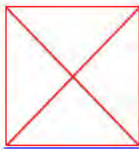
**Mark M. McHale**
*Associate Administrator*

Office of Strategic Communication
General Services Administration
1800 F Street NW, Washington, DC 20405
Cell: (b) (6)

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location*** | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Good day Team OSC!

Commemoration of GSA's 70th anniversary has begun! We're in the 70-day countdown to the

anniversary day (July 1). You are encouraged to support the activities - both individually and as

an OSC professional. Thanks to all of you who already are incorporating anniversary-related

points in your communications!

Here are highlights and opportunities:

I

newsletters, notes from leadership, InSite feature block (suggested language below), etc.

**Title:** Celebrate GSA's 70th Anniversary!

Description:  GSA turns 70 on July 1, 2019. Join us in celebrating our past, present

and future!

|

Stories and anecdotes from GSA staff are being sent in. *Act*: Remind your co-workers to send their

stories to gsa.anniversary@gsa.gov. We'll start sharing those stories after Memorial Day.

|

Specially tagged posts have begun on GSA social media (look for #GSAat70 on Social @USGSA Twitter,

@GSA Facebook, and @GSA Instagram). *Act*: Retweet, like, share etc., items on social media accounts;

post historical notes on programmatic and/or regional social media with #GSAat70.

|

[GSA@70 Chatter group](#) has been created. *Act*: Post and reply to internally focused anniversary

messages (great way to reminisce with colleagues); work with your clients, program leaders, and

employee associations to appropriately recognize the anniversary (e.g., develop internal notes to

recognize important past milestones; share historic program timelines that provide background for

current activities; create a 70th anniversary sign - [plain](#) or [with "Anniversary"](#) - to take a group photo or

selfie and post it with the hashtag #GSAat70).

|

Soon we'll ask GSAers to participate in the *Then and Now* photo project. *Act*: Look for the official *Then*

*and Now* photo project announcement in GSAToday; plan to promote the *Then and Now* activity (see

General Counsel.

I

*Act*: Plan activities, in the spirit of GSA's 70 years of service, with your work group. There is an

anniversary planning calendar built into the anniversary [InSite page](). We look forward to seeing posts

about and celebrating the events!

On a final note (for this message), there have been several chats about producing material,

signage, etc. Please use your most professional discernment about when to spend resources in

producing or purchasing. Key decision factors include frequent/multiple use, relevant

application, and reasonable return on investment. Remember, while cost (i.e., expense) is an

judgement and, when in doubt, call me and we'll talk about it.

Thank you for all you do! - Donna
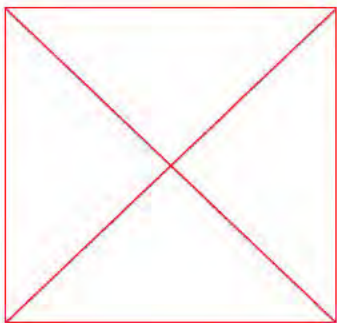
U.S. General Services Administration

Donna Garland

Deputy Associate Administrator, Communication

Office of Strategic Communication

cell (b) (6)

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Windows |
|---|---|
| Location* | Chillum, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a recent login for your account @USGSA.**

| Device | iPhone |
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Help | Email security tips

| Subject: | New login to Twitter from Chrome on Windows |
|---|---|
| Date: | Thu, 28 Mar 2019 14:19:44 +0000 |
| From: | Twitter <verify@twitter.com> |
| To: | GSA <pamela.dixon@gsa.gov> |
| Message-ID: | <47.02.33476.008DC9C5@twitter.com> |
| MD5: | 497beeea2d938205a6a4ab2a01753b7e |

**We noticed a recent login for your account @USGSA.**

| **Device** | Chrome on Windows |
|---|---|
| **Location*** | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| Subject: | New login to Twitter from Chrome on Windows |
|---|---|
| Date: | Mon, 01 Apr 2019 16:49:18 +0000 |
| From: | Twitter <verify@twitter.com> |
| To: | GSA <pamela.dixon@gsa.gov> |
| Message-ID: | <68.45.33735.E0142AC5@twitter.com> |
| MD5: | b7f7fd528d4746dbc1952e05d7f84114 |

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location*** | Chillum, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Thu, 13 Aug 2020 19:31:41 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <39.2B.47673.D15953F5@twitter.com> |
| **MD5:** | d9954d677985434cfb743b615087184a |

**We noticed a login to your account @USGSA from a new device. Was this you?**

New login

**Location*** Arlington, VA

**Device** Chrome on Windows

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

> Review the apps that have access to your account and revoke access to any unfamiliar apps. Learn more.

How do I know an email is from Twitter?
Links in this email will start with "https://" and

contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| Subject: | New login to Twitter from Chrome on Windows |
| --- | --- |
| Date: | Fri, 18 Jan 2019 17:29:57 +0000 |
| From: | Twitter <verify@twitter.com> |
| To: | GSA <pamela.dixon@gsa.gov> |
| Message-ID: | <5B.78.33565.51D024C5@twitter.com> |
| MD5: | 11beba4fb223fc56218907c402554c5e |

**We noticed a recent login for your account @USGSA.**

| | |
| --- | --- |
| **Device** | Chrome on Windows |
| **Location*** | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**Subject:** Re: New login to Twitter from Chrome on Windows
**Date:** Fri, 28 Feb 2020 11:25:57 -0500
**From:** Kim Armeni - ZMM <kimberly.armeni@gsa.gov>
**To:** Pamela Pennington - ZM <pamela.pennington@gsa.gov>
**Message-ID:** <CAPw4WthR64HDeUQkC=RTEZN7odZ70HCFrLPEszTskQjBeaq18w@mail.gmail.com>
**MD5:** 07ddf62094b06f803b0f0f5a26fffe24

We can logout that device and see if it was one of ours

On Fri, Feb 28, 2020 at 11:19 AM Pamela Pennington - ZM <pamela.pennington@gsa.gov> wrote:

It was for GSA Emily?

**Pamela D. Pennington**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
pamela.pennington@gsa.gov

On Fri, Feb 28, 2020 at 11:18 AM Pamela Pennington - ZM <pamela.pennington@gsa.gov> wrote:

Do we have any team members in Annandale?

**Pamela D. Pennington**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
pamela.pennington@gsa.gov

On Fri, Feb 28, 2020 at 11:18 AM Kim Armeni - ZMM <kimberly.armeni@gsa.gov> wrote:

I don't think so - I didn't log in today. I'm already logged in on computer and phone.

On Fri, Feb 28, 2020 at 11:10 AM Pamela Pennington - ZM <pamela.pennington@gsa.gov> wrote:

Kim - assuming this is you, correct?

**Pamela D. Pennington**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
pamela.pennington@gsa.gov

---------- Forwarded message ---------
From: **Twitter** <verify@twitter.com>
Date: Fri, Feb 28, 2020 at 10:57 AM
Subject: New login to Twitter from Chrome on Windows
To: GSA <pamela.dixon@gsa.gov>

**We noticed a login to your account @USGSA from a new device. Was this you?**

**New login**

| | |
|---|---|
| **Location*** | Annandale, VA |
| **Device** | Chrome on Windows |

*Location is approximate based on the login's IP address.

**If this was you**
You can ignore this message. There's no need to take any action.

**If this wasn't you**
Complete these steps now to protect your account.

> **Review the apps** that have access to your account and revoke access to any unfamiliar apps. **Learn more**.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a

site is
secure.

secure.

Help | Email security tips

We sent this email to @USGSA

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

--

**GSA**

**U.S. General Services Administration**

**Kimberly Armeni**

Communications Specialist
Office of Strategic Communication
(202) 230-8640

**Collaboration drives outcomes**

--

**GSA**

**U.S. General Services Administration**

**Kimberly Armeni**

Communications Specialist
Office of Strategic Communication
(202) 230-8640

**Collaboration drives outcomes**

site is
secure.

Help | Email security tips

We sent this email to @USGSA

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

--

**GSA**

**U.S. General Services Administration**

**Kimberly Armeni**

Communications Specialist
Office of Strategic Communication
(202) 230-8640

**Collaboration drives outcomes**

--

**GSA**

**U.S. General Services Administration**

**Kimberly Armeni**

Communications Specialist
Office of Strategic Communication
(202) 230-8640

**Collaboration drives outcomes**

**We noticed a recent login for your account @USGSA.**

| D e vi ce | iPh one |
|---|---|
| L o c at io n* | Wa shi ngt on, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Help | Email security tips

| Subject: | New login to Twitter from Chrome on Mac |
|---|---|
| Date: | Sun, 11 Nov 2018 15:42:37 +0000 |
| From: | Twitter <verify@twitter.com> |
| To: | GSA <pamela.dixon@gsa.gov> |
| Message-ID: | <F9.4F.01975.DED48EB5@twitter.com> |
| MD5: | bf20b19b68c0b4d8e6fa21191455e3f4 |

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Mac |
|---|---|
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**

Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Android |
| **Location*** | Bladensburg, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Yes, please do. Thanks Sid!


**Pamela A. Dixon**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov


On Wed, Oct 17, 2018 at 11:39 AM Sidney Lawson - QMDDA <sidney.lawson@gsa.gov> wrote:

Hey Pam,


Would you like me to retweet this from @USGSA? Here is Lateefa's original tweet:
REGISTRATION IS NOW CLOSED! Thanks to all who registered for the
# G S A O S B U V e t s I n F o R c o u n s e l D i s c u s s i o n & M a t c h m a k i n g E v e n t ! I f y o u w e r e n ' t a b l e t o
r e g i s t e r , w e ' l l b e l i v e T w e e t i n g d u r i n g t h e e v e n t s t a r t i n g a t 9 : 3 0 a m o n N o v . 8 t h . F o l l o w
@ G S A O S B U f o r u p d a t e s .




From: **Lateefah Simms - QT1DCA** <lateefah.simms@gsa.gov>
Date: Tue, Oct 16, 2018 at 6:12 PM
Subject: Re: Twitter Campaign-OSBU 11/8 Veteran's Event - Invitation to edit
To: Pam Dixon - ZM <pamela.dixon@gsa.gov>
Cc: Sidney Lawson - QMDDA <sidney.lawson@gsa.gov>, Syretta Dyson - EC <syretta.dyson@gsa.gov>



Hi,


Now that registration is closed, I posted the update on our Twitter
page: https://twitter.com/GSAOSBU/status/1052301824743694336  Feel free to RT this post on the @USGSA Twitter page.


At this point, I'm switching our Twitter campaign focus from getting people to register to an event
countdown and have updated the spreadsheet I shared with you all to reference. Again, feel free to
RT/like our posts on the @USGSA page.


Thanks for all your help!


Lateefah Simms  |  Phone: 202.705.8536




Portfolio Outreach Division

☒☒☒☒☒

On Mon, Oct 15, 2018 at 12:07 PM Pamela Dixon - ZM <pamela.dixon@gsa.gov> wrote:

Thanks Lateefah.

**Pamela A. Dixon**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Mon, Oct 15, 2018 at 12:06 PM Lateefah Simms - QT1DCA <lateefah.simms@gsa.gov> wrote:

Hi Pam/Sidney,

Just wanted to give you a heads up that registration for this event has reached its capacity so I'll need to adjust the Twitter campaign accordingly. I will let you know when I've updated the content and when the next scheduled Tweet will go out.

Thanks!

Lateefah Simms | Phone: 202.705.8536

Portfolio Outreach Division

On Thu, Oct 11, 2018 at 3:18 PM Pam Dixon - ZM <pamela.dixon@gsa.gov> wrote:

Thanks Lateefah. I will be out that week. Adding Sidney Lawson on my team who can assist with the RTing. Thank you!

Sent from my iPhone

On Oct 11, 2018, at 3:13 PM, Lateefah Simms - QT1DCA (via Google Sheets) <drive-shares-noreply@google.com> wrote:

lateefah.simms@gsa.gov has invited you to **edit** the following spreadsheet:

⊞ Twitter Campaign-OSBU 11/8 Veteran's Event

Hi Pam,

Sharing this with you as a reference and would greatly appreciate it if you could RT the content when it posts to the GSA OSBU Twitter page. Thanks!

Open in Sheets
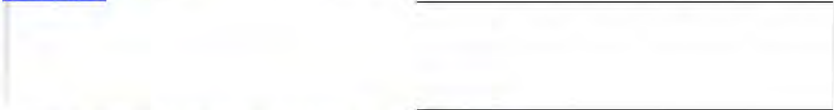
Google Sheets: Create and edit spreadsheets online.
Google LLC, 1600 Amphitheatre Parkway Mountain View CA 94043 USA
You have received this email because someone shared a spreadsheet with you from Google Sheets.

--

*Sidney Lawson*
*Detailee - Media Affairs Team*
*Office of Strategic Communication*
*General Services Administration*
*Washington, DC 20405*
*202-969-7183 (office)*
(b) (6) *(cell)*

| Subject: | New login to Twitter from iPhone |
|---|---|
| Date: | Wed, 17 Oct 2018 12:51:15 +0000 |
| From: | Twitter <verify@twitter.com> |
| To: | GSA <pamela.dixon@gsa.gov> |
| Message-ID: | <80.15.26864.34037CB5@twitter.com> |
| MD5: | 82e786fdbcfb1c5c8405cc64924875a6 |

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | iPhone |
| **Location*** | Bladensburg, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Help | Email security tips

| Subject: | New login to Twitter from Chrome on Windows |
|---|---|
| Date: | Wed, 17 Oct 2018 12:25:11 +0000 |
| From: | Twitter <verify@twitter.com> |
| To: | GSA <pamela.dixon@gsa.gov> |
| Message-ID: | <14.98.01975.72A27CB5@twitter.com> |
| MD5: | d9ad768d56f7a5038397294784208413 |

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Windows |
|---|---|
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

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Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Windows |
| --- | --- |
| Location* | Chillum, MD |

*Location is approximate based on the login's IP address.

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Great! There's nothing else you need to do.

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**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| Subject: | New login to Twitter from Chrome on Windows |
|---|---|
| Date: | Thu, 04 Oct 2018 14:43:18 +0000 |
| From: | Twitter <verify@twitter.com> |
| To: | GSA <pamela.dixon@gsa.gov> |
| Message-ID: | <D1.14.21221.60726BB5@twitter.com> |
| MD5: | df090e4693203fcaf67e915339ae7d6e |

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location*** | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a recent login for your account @USGSA.**

| Device | Android |
|---|---|
| Location* | Bladensburg, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Fri, 14 Sep 2018 20:29:06 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <9A.5C.53753.21A1C9B5@twitter.com> |
| **MD5:** | 7a8eccf1bc9a133b279c9dde7ddf3a6b |

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location*** | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
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Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a recent login for your account @USGSA.**

| Device | iPhone |
| --- | --- |
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Help | Email security tips

**Subject:** Re: GSA Star Mark for Social Media
**Date:** Mon, 5 Feb 2018 12:06:03 -0800
**From:** Jeff White - ZOV <jeffrey.white@gsa.gov>
**To:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**Cc:** Ben Kenney - Z <benjamin.kenney@gsa.gov>
**Message-ID:** <CAPcdEEaROhPs3k0+AGCrfbzZs-NsmKGHez5RQ2VFYsHEF4oD4Q@mail.gmail.com>
**MD5:** 578e670a29a258ca8203aef95bc88e5d

Hi Pam,I believe Chad is referring specifically to Twitter. I'm aware of both and not concerned about either issue on this SM channel. The TM registration symbol is not required in every instance as it's not part of the brand. We're not at legal risk by not including it. I'm also good with slightly trimming the letters in the circle for the tradeoff of a larger overall profile image.


Jeff



On Feb 5, 2018, at 2:57 PM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:


Any thoughts on Chad's comment?


**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

---------- Forwarded message ----------
From: **Chad Hutson - ZCR** <chad.hutson@gsa.gov>
Date: Mon, Feb 5, 2018 at 2:46 PM
Subject: Re: GSA Star Mark for Social Media
To: Pam Dixon - Z <pamela.dixon@gsa.gov>



Hey Pam,
Do you know the new starmark image does not reveal with registered symbol in the upper corner and the letters GSA are slightly cut off?


On Thu, Feb 1, 2018 at 9:53 AM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Hi All,


As mentioned on our phone call last week...some have inquired as to which version of the GSA StarMark should be used for our Twitter icons. Our goal is to ensure consistency across all channels. Our Visual Communications team recommends that we use all available real estate on our Twitter icons to ensure the important elements of our StarMark (the GSA letters) are as large and readable as possible on both desktop and mobile platforms.

Please refresh your regional account's Twitter icon photo with the attached StarMark. Feel free to use the @USGSA Twitter Icon for reference.


If you have any questions, please email socialmedia@gsa.gov.


Thanks!
Pam


**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

Awesome - Thanks everyone!

Brad



**Brad Hansher**

Senior Advisor

U.S. General Services Administration

Office of the Regional Administrator -

Great Lakes Region

312-385-4121

brad.hansher@gsa.gov

On Mon, Jul 9, 2018 at 10:38 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Thanks for sharing! Just retweeted from the @USGSA twitter account.


Best,
Kristen


**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)  Email: kristen.direda@gsa.gov


On Mon, Jul 9, 2018 at 11:30 AM, Pam Dixon - ZM <pamela.dixon@gsa.gov> wrote:

Social media is cc'd - Kristen, can you please RT!


**Pamela A. Dixon**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Mon, Jul 9, 2018 at 11:28 AM, Cat Langel <catherine.langel@gsa.gov> wrote:

Hi, all.


The first tweet just went out from @GSAGreatLakes.


Thanks,
 Cat


On Mon, Jul 9, 2018 at 10:07 AM, Brad Hansher - 5A <brad.hansher@gsa.gov> wrote:

Morning Pam,


Cat and I spoke a short time ago and following that discussion, we agreed that the first tweet I drafted would suffice (coming out of our Region).  Unless you have any further suggested adds/edit, I'm going to ask Cat to tweet this out from our Region today - She'll give you a heads up so that you can retweet as discussed.


Sound good?


**Brad Hansher**

Senior Advisor

U.S. General Services Administration

Office of the Regional Administrator -

Great Lakes Region

312-385-4121

brad.hansher@gsa.gov

On Mon, Jul 9, 2018 at 9:16 AM, Cat Langel <catherine.langel@gsa.gov> wrote:

Hi, Brad. Do you have time today to chat about this? Thanks!

On Thu, Jul 5, 2018 at 3:28 PM, Brad Hansher - 5A <brad.hansher@gsa.gov> wrote:

Monday sound good to me!

--
Brad Hansher
Senior Advisor To The Regional Administrator - Great Lakes (5)

U.S. General Services Administration
Office: (312) 385-4121
brad.hansher@gsa.gov

On Jul 5, 2018, at 3:57 PM, Catherine Langel - ZCR <catherine.langel@gsa.gov> wrote:


I will try to log in tomorrow AM (awaiting my friends now and will determine what our schedule is for tomorrow), but if not, can we push to Monday? Fridays are not always the best day, and we may get more traction and engagement on Monday since the holiday will be over and most will be back to work.


Just my two cents. Please let me know. I'll try to check in later to see if there are updates.


On Jul 5, 2018, at 2:53 PM, Brad Hansher - 5A <brad.hansher@gsa.gov> wrote:


It is a part of my desire to promote AAAP. They just want to know once it goes out tomorrow so they can retweet.  Can discuss further if you want. Thanks Cat!


--
Brad Hansher
Senior Advisor To The Regional Administrator - Great Lakes (5)
U.S. General Services Administration
Office: (312) 385-4121
brad.hansher@gsa.gov

On Jul 5, 2018, at 3:49 PM, Catherine Langel - ZCR <catherine.langel@gsa.gov> wrote:


Hi, all. I could log in tomorrow morning and schedule these. Can I get a bit more context around what this is, and why the ask is for R5 to tweet it for CO to RT?


Thx.

On Jul 5, 2018, at 2:46 PM, Bruce Hall - ZCR <brucew.hall@gsa.gov> wrote:


My bad, Brad. Cat is actually on leave today and she moved her AWS to tomorrow. Alison Kohler in R2 is acting for her.


**Alison**, is this something you can send out through R5 Twitter or will it need to wait for Cat to return on Monday.


Bruce W. Hall

Supervisory Communications Specialist (OSC R3-6)
230 S. Dearborn, Ste. 3300, Chicago, IL 60604
312-353-2605 (office); (b) (6) (cell)
Great Lakes Region

On Thu, Jul 5, 2018 at 2:42 PM, Brad Hansher - 5A <brad.hansher@gsa.gov> wrote:

Hey Cat,

Can you tweet out the following below - tomorrow during the day - and let me know once it's done?

--
Brad Hansher
Senior Advisor To The Regional Administrator - Great Lakes (5)
U.S. General Services Administration
Office: (312) 385-4121
brad.hansher@gsa.gov

Begin forwarded message:

**From:** Brad Hansher - 5A <brad.hansher@gsa.gov>
**Date:** July 5, 2018 at 1:51:38 PM EDT
**To:** Pam Dixon - ZM <pamela.dixon@gsa.gov>
**Subject: Re: Tweets -**

Gotcha. Yeah asked bc I've heard it go both ways. Alright I'll keep ya posted. Thanks again!

--
Brad Hansher
Senior Advisor To The Regional Administrator - Great Lakes (5)
U.S. General Services Administration
Office: (312) 385-4121
brad.hansher@gsa.gov

On Jul 5, 2018, at 1:46 PM, Pam Dixon - ZM <pamela.dixon@gsa.gov> wrote:

We do not. AP style is to not capatilize. However, it's always an item of internal debate with other departments at GSA who like to capitalize it.

**Pamela A. Dixon**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Thu, Jul 5, 2018 at 1:44 PM, Brad Hansher - 5A <brad.hansher@gsa.gov> wrote:

Cool. Will do!  Question - should I have them capitalize the word "federal" in each instance in which it is used?

--
Brad Hansher
Senior Advisor To The Regional Administrator - Great Lakes (5)
U.S. General Services Administration
Office: (312) 385-4121
brad.hansher@gsa.gov

On Jul 5, 2018, at 1:42 PM, Pam Dixon - ZM <pamela.dixon@gsa.gov> wrote:

Here you go. Let me know when R5 tweets and we'll RT.

1st Tweet:

Building owners and commercial brokers, check out GSA's Automated Advanced Acquisition Program (AAAP) - the

exclusive federal web-based procurement platform for leasing general purpose office space (>500sqft) to the federal

government. Learn more here --> https://bit.ly/2lTU8tq

**2nd Tweet (in a response to first)**

181 awards have been made across the country through the AAAP since October 1, 2017. Those awards make up over 1.87 Million ABOA SF and more than $580M in total contract dollars. Find out more!.., bit.ly/2ITU8tq

**Pamela A. Dixon**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

--

**Cat Langel**
**Regional Public Affairs Officer**
U.S. General Services Administration

Great Lakes Region
Catherine.Langel@gsa.gov
312.353.5663 (office)
(b) (6) ell)

--

**Cat Langel**
**Regional Public Affairs Officer**
U.S. General Services Administration

Great Lakes Region
Catherine.Langel@gsa.gov
312.353.5663 (office)
(b) (6) cell)

| | |
|---|---|
| **Subject:** | Re: [SocialMedia] Good EWM Quote Alert |
| **Date:** | Tue, 19 Jun 2018 12:21:03 -0400 |
| **From:** | Pam Dixon - ZM <pamela.dixon@gsa.gov> |
| **To:** | Kristen DiReda - ZMA <kristen.direda@gsa.gov> |
| **Cc:** | SocialMedia <socialmedia@gsa.gov> |
| **Message-ID:** | <CAMFu_=RzBd3s7rviWpQcceSjpBfh-Ro2G-OHofNf74t4hoX1EQ@mail.gmail.com> |
| **MD5:** | 28a2d9544117d08cb79e4e0d1f06691e |

Looks great! Thanks!

**Pamela A. Dixon**
Press Secretary
Deputy Associate Administrator for Media Affairs
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Tue, Jun 19, 2018 at 9:57 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Turned this quote into a draft image to use with evergreen content. We can tweet it today with this evergreen messaging from @USGSA and have Emily RT it. We can also add it to Facebook. Thoughts on the attached image with this content?

@USGSA Twitter & Facebook:

> GSA is uniquely positioned to help the rest of the federal government best serve the American people. The better our agency performs, the more our fellow federal agencies are able to ensure the nation's security, protect public health & strengthen communities. Check out the #GSAStrategicPlan https://go.usa.gov/xQJRG

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6) | Email: kristen.direda@gsa.gov

---------- Forwarded message ----------
From: **Thad Brock - AC** <thad.brock@gsa.gov>
Date: Mon, Jun 18, 2018 at 5:12 PM
Subject: [SocialMedia] Good EWM Quote Alert
To: Jeff Leieritz - Z <jeffrey.leieritz@gsa.gov>, "socialmedia@gsa.gov" <socialmedia@gsa.gov>

Just wanted y'all to be aware!

"It's not GSA working for other agencies,
It's GSA working with other agencies."

- Emily W. Murphy--

Thad C. Brock

Confidential Assistant
Office of the Administrator & Chief of Staff
U.S. General Services Administration
1800 F Street NW
Washington, DC 20405
C: (b) (6)

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location\*** | St Charles, MD |

\*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**We noticed a recent login for your account @USGSA.**

| Device Location* | Android |
|---|---|
| | St Charles, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Help | Email security tips

| | |
|---|---|
| **Subject:** | Re: [SocialMedia] Twitter account request: PerformanceGov |
| **Date:** | Thu, 24 May 2018 07:47:02 -0400 |
| **From:** | Kristen DiReda - ZMA <kristen.direda@gsa.gov> |
| **To:** | Lauren Stocker - M1Y <lauren.stocker@gsa.gov> |
| **Cc:** | SocialMedia <socialmedia@gsa.gov>, Donna Garland - ZC <donna.garland@gsa.gov>, Amin Mehr - BD <amin.mehr@gsa.gov>, Austin Price - M1Z <austin.price@gsa.gov>, Lauren Anderson - QP-C <lauren.anderson@gsa.gov>, Megan Looff <megan.looff@gsa.gov>,  Allison Kartachak - MEA-C <allison.kartachak@gsa.gov> |
| **Message-ID:** | <CAMtay05woc3Kg_FdZ-evYW8gt+nH-dagk9FiY4b047VP+0vq8g@mail.gmail.com> |
| **MD5:** | 1e050072ac32a36dc10d510d6c63bdf0 |

Good morning Lauren,

**Please reach out to gov@twitter.com for assistance in receiving a verification status. Just a note, it is a best practice to have the account completely set up with a picture, bio and a linked .gov website to show that it is a verified government website.**

Thanks,
Kristen

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)  Email: kristen.direda@gsa.gov

On Wed, May 23, 2018 at 2:13 PM, Lauren Stocker - M1Y <lauren.stocker@gsa.gov> wrote:

One more thing, Kristen. How do we get a verification check mark?

U.S. General Services Administration

Lauren Stocker

Office of Shared Solutions and Performance

Improvement (OSSPI)

Office of Government-wide Policy

202-304-4390

On Wed, May 23, 2018 at 9:27 AM, Lauren Stocker - M1Y <lauren.stocker@gsa.gov> wrote:

Thanks!



U.S. General Services Administration

Lauren Stocker

Office of Shared Solutions and Performance

Improvement (OSSPI)

Office of Government-wide Policy

202-304-4390

On Wed, May 23, 2018 at 8:20 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Hi Lauren,

Thanks for checking! You don't need to include the archiving disclaimer in your bio. We recommend that your bio includes your mission or program description and the link to your website.

Thanks,
Kristen

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: **(b) (6)** Email: kristen.direda@gsa.gov

On Tue, May 22, 2018 at 10:31 AM, Lauren Stocker - M1Y <lauren.stocker@gsa.gov> wrote:

Kristen - Do we need anything in the twitter bio related to archiving or any NARA requirements? How do you guys handle this?

Thanks,
Lauren

U.S. General Services Administration

Lauren Stocker

Office of Shared Solutions and Performance

Improvement (OSSPI)

Office of Government-wide Policy

202-304-4390

Thanks, Kristen!



U.S. General Services Administration

Lauren Stocker

Office of Shared Solutions and Performance

Improvement (OSSPI)

Office of Government-wide Policy

202-304-4390

On Wed, May 16, 2018 at 10:08 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Good morning Lauren,

Thanks so much for reaching out. OSC approved the request to create a twitter handle for @PerformanceGov. Please note that the account and managers are subject to GSA's social media Order and social media Navigator Just a heads up, a refreshed version of the social media Order and Navigator will be available soon!

If you have any questions, please feel free to contact us at socialmedia@gsa.gov.

Best,
Kristen


**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell (b) (6) | Email: kristen.direda@gsa.gov


On Tue, May 15, 2018 at 4:32 PM, Lauren Stocker - M1Y <lauren.stocker@gsa.gov> wrote:

The Office of Shared Solutions and Performance Improvement is requesting a twitter account with the handle PerformanceGov (already reserved) to be used in coordination with GSA-managed Performance.gov. Primary account manager will be Amin Mehr and secondary account manager will be Austin Price. Expected roll out planned for 5/18 if possible.


Thanks,
Lauren


U.S. General Services Administration


Lauren Stocker

Office of Shared Solutions and Performance

Improvement (OSSPI)

Office of Government-wide Policy

| | |
|---|---|
| **Subject:** | New login to Twitter from Chrome on Windows |
| **Date:** | Fri, 11 May 2018 17:47:36 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <EB.03.61598.837D5FA5@twitter.com> |
| **MD5:** | 2a17814600608e402349f362a02f6abc |

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| **Device** | Chrome on Windows |
| **Location*** | St Charles, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

again.

**Tips on Account Security**

Again, although we have no reason to believe password information ever left Twitter's systems or was misused by anyone, there are a few steps you can take to help us keep your account safe:

1. Change your password on Twitter and on any other service where you may have used the same password.

2. Use a strong password that you don't reuse on other services.

3. Enable login verification, also known as two factor authentication. This is the single best action you can take to increase your account security.

4. Use a passw

ord
mana
ger to
make
sure
you're
using
strong
,
uniqu
e
passw
ords
every
where.

We are very sorry
this happened. We
recognize and
appreciate the trust
you place in us, and
are committed to
earning that trust
every day.

Team Twitter

Help    Reset Password
Download App

We sent this to @USGSA
Twitter Inc. 1355 Market
Street Suite 900
San Francisco CA 94103

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Windows |
|---|---|
| Location* | St Charles, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**

Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**Subject:** Re: New login to Twitter from Chrome on Windows
**Date:** Thu, 12 Apr 2018 09:17:45 -0400
**From:** Kristen DiReda - ZMA <kristen.direda@gsa.gov>
**To:** Benjamin Kenney - Z <benjamin.kenney@gsa.gov>
**Cc:** Pam Dixon <pamela.dixon@gsa.gov>
**Message-ID:** <CAMtay07ohHi_EMG=PBkk3nPJYDK9Lr4APeB6pVQ3_facWnQz2Q@mail.gmail.com>
**MD5:** b78c664e63a5b7ec93a860ba2fb7cb88

Great, thank you!

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)     | Email: kristen.direda@gsa.gov

On Thu, Apr 12, 2018 at 9:16 AM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:

Password has been changed and reflected in this
doc: (b) (6)

Thanks,
Ben

**Benjamin E. Kenney**
Associate Administrator, Strategic Communication
**U.S. General Services Administration**
Cell: (b) (6)

benjamin.kenney@gsa.gov

On Thu, Apr 12, 2018 at 9:04 AM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:

Okay, I'll be switching the password.

Thanks,
Ben

**Benjamin E. Kenney**
Associate Administrator, Strategic Communication
**U.S. General Services Administration**
Cell: (b) (6)

benjamin.kenney@gsa.gov

On Thu, Apr 12, 2018 at 8:46 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

It wasn't me either. I haven't logged on yet this morning.

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)     | Email: kristen.direda@gsa.gov

On Thu, Apr 12, 2018 at 8:37 AM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:
Is this one of you?

---------- Forwarded message ---------

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Windows |
|--------|-------------------|
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Help | Email security tips

--

Benjamin E. Kenney
Associate Administrator, Strategic Communication
U.S. General Services Administration
benjamin.kenney@gsa.gov

Sent from my iPhone

**Subject:** Re: [SocialMedia] Twitter Request
**Date:** Wed, 11 Apr 2018 13:28:57 -0400
**From:** Kristen DiReda - ZMA <kristen.direda@gsa.gov>
**To:** Shanti Kapoor - CSDE1 <shanti.kapoor@gsa.gov>
**Cc:** SocialMedia <socialmedia@gsa.gov>
**Message-ID:** <CAMtay06Mye1hmLBqE01U3GVhx9c0qLyLEDdtMA2vb8jtmSeHew@mail.gmail.com>
**MD5:** c65347eba2ef5ea7da6a0179683779fc

Hi Shanti,

Thanks for reaching out! In order to share the flyers on Twitter, they would have to be turned into jpegs which would minimize the text size and render the links unclickable. As an alternative, I'd be happy to include the webinar twitter cards you've developed in GSA's tweets with registration links.

Thanks so much!


Best,
**Kristen DiReda**

Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: 202-664-3965 | Email: kristen.direda@gsa.gov


On Wed, Apr 11, 2018 at 11:26 AM, Shanti Kapoor - CSDE1 <shanti.kapoor@gsa.gov> wrote:

Hello,


Could you tweet this flyer out on the @USGSA twitter account. OSBU is hosting a webinar series for small business week and we would like to increase our promo efforts.
If you have any questions please let me know!


-Shanti



GSA — Office of Small Business Utilization

You're invited to attend a free webinar!
How to Market your GSA Schedule Contract

Thursday, May 3, 2018 1:00 PM – 2:00 PM

Register here

**Purpose**
The purpose of this webinar is to provide small businesses with tips and best practices for marketing your GSA Schedule contract to federal agencies. This webinar will provide an overview of creating a targeted marketing plan. If you would like to learn how to market your GSA Schedule contract, you should attend this webinar.

Please check your email for confirmation of a successful registration. If you have
any questions or issues with registering, please contact:
Shanti Kapoor: shanti.kapoor@gsa.gov

---

Update your subscriptions, modify your password or email address, or stop subscriptions at
any time on your Subscriber Preferences Page. You will need to use your email address to log
in. If you have questions or problems with the subscription service, please contact
subscriberhelp.govdelivery.com.

This service is provided to you at no charge by GSA, General Services Administration.

---

I agree. Please share that recommendation with Shanti. Thank you!

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Wed, Apr 11, 2018 at 12:04 PM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Hi Pam,


I wanted to flag this for you. I'm not sure it would be beneficial to share these flyers on GSA's twitter. We would have to screenshot these and tweet them as JPEGs which would make the text very small. Also, by making them JPEGs, none of the links would be clickable.


**Recommendation:** I think it would be better if we asked to use their twitter cards and share those with the registration links like we've been doing.


Thanks,


**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services Administration Cell: (b) (6)     | Email: kristen.direda@gsa.gov



---------- Forwarded message ----------
From: **Shanti Kapoor - CSDE1** <shanti.kapoor@gsa.gov>
Date: Wed, Apr 11, 2018 at 11:26 AM
Subject: [SocialMedia] Twitter Request
To: socialmedia@gsa.gov



Hello,


Could you tweet this flyer out on the @USGSA twitter account. OSBU is hosting a webinar series for small business week and we would like to increase our promo efforts.
If you have any questions please let me know!


-Shanti

**GSA**®                          **Office of Small Business Utilization**



## You're invited to attend a free webinar!
## How to Market your GSA Schedule Contract

### Thursday, May 3, 2018 1:00 PM – 2:00 PM

**Register here**

### Purpose

The purpose of this webinar is to provide small businesses with tips and best practices for marketing your GSA Schedule contract to federal agencies. This webinar will provide an overview of creating a targeted marketing plan. If you would like to learn how to market your GSA Schedule contract, you should attend this webinar.

Please check your email for confirmation of a successful registration. If you have any questions or issues with registering, please contact:
Shanti Kapoor: shanti.kapoor@gsa.gov

**Subject:**     Re: Industry Day Social Media Post
**Date:**        Wed, 21 Feb 2018 18:27:46 -0500
**From:**      Pam Dixon - Z <pamela.dixon@gsa.gov>
**To:**         Kristen DiReda - ZMA <kristen.direda@gsa.gov>
**Message-ID:**  <CAMFu_=SerQNpg9-uaA3TXp_R+9TBuwpK2xyP8b8uzaCVEXJqzw@mail.gmail.com>
**MD5:**      51a7916b9fdfb800c3d3436dfade1f0e

Approved. I recommend more along this language....For al future requests regarding social media, please email them to socialmedia@gsa.gov and we'll get back to you!

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Wed, Feb 21, 2018 at 10:02 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Pam,


Please see email below. Are we clear to post the following tweets? Once cleared, I can respond and include "For all future requests, please email socialmedia@gsa.gov."


Thanks,

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6) | Email: kristen.direda@gsa.gov


---------- Forwarded message ----------
From: **Tyrell Snape - QD-C** <tyrell.snape@gsa.gov>
Date: Wed, Feb 21, 2018 at 9:18 AM
Subject: Industry Day Social Media Post
To: Kristen DiReda - CSAE1 <kristen.direda@gsa.gov>
Cc: Ken Goldman - ZCE <kenneth.goldman@gsa.gov>



Good Morning Kristen!



I hope all is well. The IAE is putting together its 2nd quarter Industry Day event March 6, 2018 at 1:00pm EST virtually and we would like to get as many people registered for the event as possible  If possible, we would like the tweets below posted on the @USGSA twitter page to add awareness about our event to the public and to get them registered to join in on the conversation.


> **Tweet for 2/22:** Your chance to speak with the Integrated Award Environment (IAE)! Register for the virtual seminar on March 6 to hear about the Decommissioning of CFDA and WDOL here:  https://meet.gsa.gov/ ae ndustryday16/event/reg strat on.html
> **Tweet for 2/28:** Register today! The Integrated Award Environment (IAE) is hosting a virtual session on the Decommissioning of CFDA and WDOL on 3/6 https://meet.gsa.gov/iaeindustryday16/event/registration.html

Thanks,--


Tyrell Snape
IAE Communications Analyst
GSA IAE - OSM
RCM Solutions Inc.
Cell: (b) (6)

Thoughts on this?

**@GSAEmily**
Twitter
Excited to have Michael Copeland as RA of @US_GSAR6! His strong track record of leadership in both the public and private sectors will be invaluable as @USGSA pursues its mission in the Heartland Region. INSERT RELEASE LINK

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Tue, Feb 20, 2018 at 2:40 PM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Pam,

The draft messaging for the Region 6 RA Release is ready to be reviewed. I'll hold for further updates about the status of this release.

**@USGSA**
Twitter
Michael Copeland named regional administrator of GSA's Heartland Region @US_GSAR6. Learn more → INSERT RELEASE LINK

Facebook
Michael Copeland named regional administrator of @GSAHeartlandRegion. Learn more → INSERT RELEASE LINK

**@GSAEmily**
Twitter
Pleased to welcome Michael Copeland as RA of @US_GSAR6! His strong track record of leadership in both the public and private sectors will be invaluable as @USGSA pursues its mission in the Heartland Region. INSERT RELEASE LINK

Thanks!
**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)          | Email: kristen.direda@gsa.gov

**Subject:** Re: Social media for RA Releases
**Date:** Tue, 20 Feb 2018 10:11:04 -0500
**From:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**To:** Kristen DiReda - ZMA <kristen.direda@gsa.gov>
**Message-ID:** <CAMFu_=RKeYZxo1_Dp61eDtX4h85K7Nc8kM5R-jH5=Js1cwZq9w@mail.gmail.com>
**MD5:** 1ce6c6580134f6cc6230fa3ba3f3f5eb

Edits in blue.

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Tue, Feb 20, 2018 at 9:11 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Pam,

The draft messaging for the RA Releases is ready to be reviewed.



Thanks!

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)    | Email: kristen.direda@gsa.gov

**Subject:** Re: FBIO HQ report
**Date:** Mon, 12 Feb 2018 18:35:42 -0500
**From:** Michael Gelber - PD <michael.gelber@gsa.gov>
**To:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**Cc:** Renee Kelly - ZCR <renee.kelly@gsa.gov>, Jeff Leieritz - Z <jeffrey.leieritz@gsa.gov>, Ben Kenney - Z <benjamin.kenney@gsa.gov>, Jeff Post - A <jeffrey.post@gsa.gov>, Saul Japson - S <saul.japson@gsa.gov>, Andrew Blaylock - S <andrew.blaylock@gsa.gov>
**Message-ID:** <CAOf79dSo1e03r800o7gT-b5-D6sjkRU+Pxsdgg6jFrjPyOu-Zw@mail.gmail.com>
**MD5:** a2d875cae2e0fb299a3836a1158d461d

We can address these questions if they are raised in the upcoming Congressional hearings and staff briefings.

Recommend GSA not respond to the reporter at this time.


On Mon, Feb 12, 2018 at 4:22 PM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

OCIA and PBS - below are follow up questions from **(b) (6)(b) (6)** with WAPO.  Sharing for awareness. I'm not convinced that we need to respond - I think our statement speaks for itself, especially on #2. However, for #3 - do we want to elaborate on the funding? Also - should we address #1?


Thanks,
Pam




**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

---------- Forwarded message ----------
From: **(b) (6)**                <**(b) (6)**          washpost.com>
Date: Mon, Feb 12, 2018 at 4:18 PM
Subject: Re: FBIO HQ report
To: Renee Kelly - ZCR <renee.kelly@gsa.gov>
Cc: "pamela.dixon@gsa.gov" <pamela.dixon@gsa.gov>



Hi,


1) A number of people have told me that this analysis omits a number of substantial costs associated with rebuilding in the Hoover location. For instance the costs of paying leases during the building period seem to be absent altogether and assumptions about the growth in construction costs seem to be well below reasonable estimates? Response?

2) This plan is in many ways the opposite of what GSA said about this project in recent years. Why the turnaround?

3) This plan still needs appropriations, which GSA cited as the region to cancel the previous plan last year. What's the difference?


Also next time maybe we can do a briefing beforehand?

J
_____

**From:** <span style="background:black;color:red">(b) (6)</span>
**Sent:** Monday, February 12, 2018 2:03:12 PM
**To:** Renee Kelly - ZCR

**Cc:** pamela.dixon@gsa.gov
**Subject:** Re: FBIO HQ report

Thanks. Please send the report also.

<span style="background:black;color:red">(b) (6)</span>
_____

**From:** Renee Kelly - ZCR <renee.kelly@gsa.gov>
**Sent:** Monday, February 12, 2018 1:52:41 PM
**To:** <span style="background:black;color:red">(b) (6)</span>
**Cc:** pamela.dixon@gsa.gov
**Subject:** Re: FBIO HQ report

Hi <span style="background:black;color:red">(b) (6)</span>

Here's our statement, please attribute to GSA Spokesperson.

Earlier today the U.S. General Services Administration (GSA) and the Federal Bureau

of Investigation (FBI) submitted the report on the FBI's new headquarters project to the

Senate Committee on Environment and Public Works.

GSA and FBI recommend in the report that a new headquarters facility for FBI be

constructed at the FBI's current location on 935 Pennsylvania Avenue, NW in

Washington, DC.  As a part of the report's proposal GSA will temporarily relocate FBI

operations and personnel from this facility, and demolish the existing J. Edgar Hoover

building.  Additionally following the examination of several acquisition strategies and in

light of the recent budget agreement, GSA and FBI are requesting Federal

appropriations to fully fund the project.

The FBI's current headquarters facility, the Hoover building, has significantly

deteriorated over the past 45 years.  Crumbling façades, aging infrastructure, physical,

structural and security limitations in the degraded facility all are severely impeding the

FBI's ability to meet its critical law enforcement and national security missions.  The

work of the FBI requires a modern and secure headquarters with technology and

equipment to support the men and women of the FBI who are dedicated to keeping our

country safe. The report issued by GSA and FBI today provides for the new

headquarters the FBI needs to accomplish its important work.

Renee Kelly
Public Affairs Officer Team Lead
Office of Strategic Communication
U.S. General Services Administration
National Capital Region

Public Buildings Service

C: (b) (6)
Follow us on twitter at @USGSA [twitter.com]
www.gsa.gov [usgsa.gov]

On Mon, Feb 12, 2018 at 1:45 PM, (b) (6) <(b) (6) washpost.com> wrote:

Hi Pam and Renee,

Please send me the FBI headquarters report being sent to the Hill.

If you can send any comments on the meaning of the report or why it is late, I think that would be worthwhile as well.

Thank you

<span style="background-color:red">(b) (6)</span>

## Washington Post

office: [(202) 334-9472](#)

cell: <span style="background-color:red">(b) (6)</span>

[Here](#) are things I've written | Twitter <span style="background-color:red">(b) (6)</span> [\[twitter.com\]](#)

--

GSA

MICHAEL GELBER
DEPUTY COMMISSIONER
PUBLIC BUILDINGS SERVICE
U.S. GENERAL SERVICES ADMINISTRATION
202.501.1100

michael.gelber@gsa.gov    www.gsa.gov

| **Subject:** | Re: Social media for R2 Release |
| **Date:** | Mon, 12 Feb 2018 10:05:20 -0500 |
| **From:** | Pam Dixon - Z <pamela.dixon@gsa.gov> |
| **To:** | Kristen DiReda - ZMA <kristen.direda@gsa.gov> |
| **Message-ID:** | <CAMFu_=QzgB87MnD0iyTowJfiAFysRhVjiG9X5sAX_fgnsQGx6Q@mail.gmail.com> |
| **MD5:** | 54c22cd56319f202c6971c24e40c7c20 |

Great!

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Mon, Feb 12, 2018 at 9:58 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Pam,

The following draft messages are ready to be reviewed for the R2 Release.



Thanks,
**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)    | Email: kristen.direda@gsa.gov

**Subject:** Fwd: Fwd: GSA Star Mark for Social Media
**Date:** Mon, 5 Feb 2018 17:44:18 -0500
**From:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**To:** Ben Kenney - Z <benjamin.kenney@gsa.gov>
**Message-ID:** <CAMFu_=T9mrJ8e9pFw862-8sUUG0WqOUa3qwgxuARRzbnnPVD7A@mail.gmail.com>
**MD5:** e9e2dfc2f7564f736f5ff3f975940733

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

---------- Forwarded message ----------
From: **Bruce Hall - ZCR** <brucew.hall@gsa.gov>
Date: Mon, Feb 5, 2018 at 5:12 PM
Subject: Re: Fwd: GSA Star Mark for Social Media
To: Pam Dixon - ZB <pamela.dixon@gsa.gov>
Cc: "Christina Chidester (9P1PAS)" <christina.chidester@gsa.gov>, Barbara Holzworth - ZACA <barbara.holzworth@gsa.gov>, Charlie Cook - ZACA <charles.cook@gsa.gov>, Jessica Tarricone - ZACB-C-C <jessica.boisclair@gsa.gov>, Alicia Woods - ZAD <alicia.woods@gsa.gov>, "Brenda Armijo (8PA)" <brenda.armijo@gsa.gov>, Traci Madison - ZMA <traci.madison@gsa.gov>, Justin Ward - ZO <justin.ward@gsa.gov>, Donna Garland - OCM <donna.garland@gsa.gov>

**Any response to my request for further discussion?**

Bruce W. Hall

**Supervisory Communications Specialist (OSC R3-6)**
**230 S. Dearborn, Ste. 3300, Chicago, IL 60604**
**312-353-2605** (office); **(b) (6)** (cell)
**Great Lakes Region**

☒

On Thu, Feb 1, 2018 at 1:36 PM, Bruce Hall - ZCR <brucew.hall@gsa.gov> wrote:

No chance for further discussion with key players and other leadership who like other options?

On Feb 1, 2018 12:44 PM, "Pam Dixon - Z" <pamela.dixon@gsa.gov> wrote:

Hi All,

This message was sent to our regional PAOs who run some of the regional social media accounts and I wanted to make sure you had it as well as you're listed as POCs for your respective GSA social media accounts.

We've had some inquiries as to which version of the GSA StarMark should be used for our Twitter icons. Our goal is to ensure consistency across all channels. Our Visual Communications team recommends that we use all available real estate on our Twitter icons to ensure the important elements of our StarMark (the GSA letters) are as large and readable as possible on both desktop and mobile platforms.

Please refresh your regional account's Twitter icon photo with the attached StarMark. Feel free to use the @USGSA Twitter Icon for reference.

If you have any questions, please email socialmedia@gsa.gov.


Thanks!
Pam



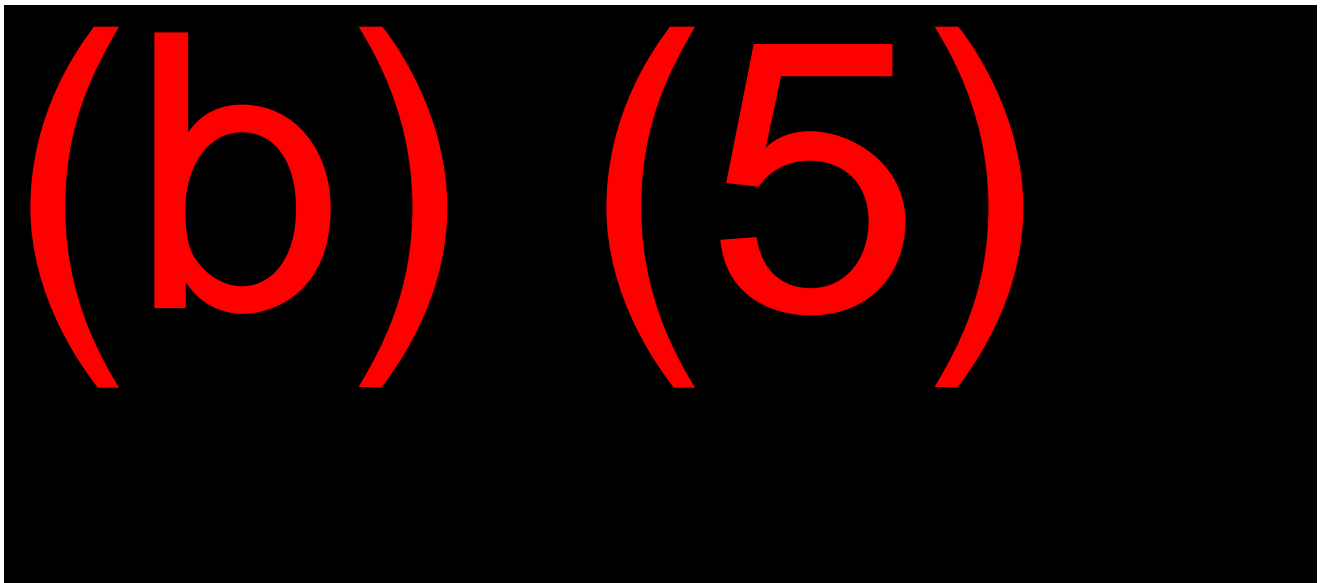**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

| Subject: | New login to Twitter from Chrome on Windows |
|---|---|
| **Date:** | Wed, 11 Jul 2018 17:04:42 +0000 |
| **From:** | Twitter <verify@twitter.com> |
| **To:** | GSA <pamela.dixon@gsa.gov> |
| **Message-ID:** | <FD.43.60284.AA8364B5@twitter.com> |
| **MD5:** | 83073efc3fcdc5afa1a505c07cfb64aa |

**We noticed a recent login for your account @USGSA.**

| Device | Chrome on Windows |
|---|---|
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**Subject:** Re: GSA Star Mark for Social Media
**Date:** Mon, 5 Feb 2018 11:46:53 -0800
**From:** Chad Hutson - ZCR <chad.hutson@gsa.gov>
**To:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**Message-ID:** <CAJ4azzLoomnL3HUGWe-OfGC1gxWH=3pEsifY4KePeMPK6FFCNg@mail.gmail.com>
**MD5:** a8f2ce74031ed28936a55b998a50ce70

Hey Pam, Do you know the new starmark image does not reveal with registered symbol in the upper corner and the letters GSA are slightly cut off?

On Thu, Feb 1, 2018 at 9:53 AM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Hi All,

As mentioned on our phone call last week...some have inquired as to which version of the GSA StarMark should be used for our Twitter icons. Our goal is to ensure consistency across all channels. Our Visual Communications team recommends that we use all available real estate on our Twitter icons to ensure the important elements of our StarMark (the GSA letters) are as large and readable as possible on both desktop and mobile platforms.

Please refresh your regional account's Twitter icon photo with the attached StarMark. Feel free to use the @USGSA Twitter Icon for reference.

If you have any questions, please email socialmedia@gsa.gov.

Thanks!
Pam

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

--

**Chad Hutson**
Regions 10 Public Affairs Officer
Office of Strategic Communication
Northwest/Arctic Region

P: 253-561-8477
M: (b) (6)

Stay Connected with GSA:

☒ ☒

**Subject:**    Re: Social Media for OASIS Release 2/2
**Date:**    Fri, 2 Feb 2018 09:29:38 -0500
**From:**    Pam Dixon - Z <pamela.dixon@gsa.gov>
**To:**    Matthew Burrell - ZMM <matthew.burrell@gsa.gov>
**Cc:**    Ben Kenney - Z <benjamin.kenney@gsa.gov>, Jeff Leieritz - Z <jeffrey.leieritz@gsa.gov>
**Message-ID:**    <CAMFu_=Rk2giroxzX1g6bmHccEN+_cz9MLcbWavyg7vhZ7bg1bQ@mail.gmail.com>
**MD5:**    0a0bdeda78004259d616b603bd9cca48

Thanks! I will take care of Twitter.

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Fri, Feb 2, 2018 at 9:27 AM, Matthew Burrell - ZMM <matthew.burrell@gsa.gov> wrote:

Yes, I can post to Facebook, but do not have access to Twitter.

On Fri, Feb 2, 2018 at 9:26 AM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Hi Matt -

Once the release goes live, will you post the below text to our USGSA twitter and Facebook accounts with the link to the release:

**Twitter:**
GSA adds 31 contractors to OASIS SB Pool 2, increasing small business competition and giving federal agencies access to more #smallbiz industry partners. Learn more here: INSERT LINK

**Facebook:**
GSA adds 31 new small businesses to OASIS SB Pool 2 contract! Read more about how this gives federal agencies access to an even broader pool of small business industry partners. INSERT LINK

Thanks,
Pam

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

---------- Forwarded message ----------
From: **Kristen DiReda - ZMA** <kristen.direda@gsa.gov>
Date: Thu, Feb 1, 2018 at 5:01 PM
Subject: Social Media for OASIS Release 2/2
To: Pam Dixon - ZB <pamela.dixon@gsa.gov>
Cc: SocialMedia <socialmedia@gsa.gov>

Hi Pam,

Here is the social media messaging to be posted for tomorrow's OASIS release. It's just waiting for the link once the release goes live on gsa.gov.

**Twitter:**
GSA adds 31 contractors to OASIS SB Pool 2, Increases Small Business Competition. Read more: INSERT

LINK

**Facebook:**
GSA adds 31 new small businesses to OASIS SB Pool 2 contract! Read more about how this gives federal agencies access to an even broader pool of small business industry partners. INSERT LINK

Thanks,

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6)      | Email: kristen.direda@gsa.gov

--

Matthew Burrell

Senior Press Assistant
U.S. General Services Administration
Office of the Administrator

Office: 202-357-9582

Cell: (b) (6)
matthew.burrell@gsa.gov

**Subject:** Re: Fwd: GSA Star Mark for Social Media
**Date:** Thu, 1 Feb 2018 16:13:27 -0500
**From:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**To:** Benjamin Kenney - Z <benjamin.kenney@gsa.gov>
**Message-ID:** <CAMFu_=StT3QVE2XtwfU0eD=SYFAhb2KF+XN7CKfmVwVCJm529w@mail.gmail.com>
**MD5:** 0d96136b9a2979743fbec92b16bb9210

May be helpful to let them know the decision was made by central office. I mentioned it to Justin and he did not understand the pushback either.

That leads to another issue - R5 is the only one inconsistent with their twitter handle. R5 is listed as great lakes region and all the other regions just say R3 or R4

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Thu, Feb 1, 2018 at 3:21 PM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:

Agreed. Additionally, Justin Ward has given explicit instructions during the regional visits that all social media icons need to be consistent. I'm a little concerned why they are giving push-back. I'm happy to chime in if necessary.

Thanks.

Thanks,
Ben

**Benjamin E. Kenney**
Associate Administrator, Strategic Communication
U.S. General Services Administration
Cell: (b) (6)

benjamin.kenney@gsa.gov

On Thu, Feb 1, 2018 at 2:56 PM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

FYI on this. This decision was for CO and you (and jeff L and I) all agreed on the USGSA star mark - as it was recommended by Jeff White and we all liked it better. As far as I'm aware, Bruce is the only one who has expressed a desire to use the smaller logo within a circle.

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

---------- Forwarded message ----------
From: **Bruce Hall - ZCR** <brucew.hall@gsa.gov>
Date: Thu, Feb 1, 2018 at 2:36 PM
Subject: Re: Fwd: GSA Star Mark for Social Media
To: Pam Dixon - ZB <pamela.dixon@gsa.gov>
Cc: "Christina Chidester (9P1PAS)" <christina.chidester@gsa.gov>, Barbara Holzworth - ZACA <barbara.holzworth@gsa.gov>, Charlie Cook - ZACA <charles.cook@gsa.gov>, Jessica Tarricone - ZACB-C-C <jessica.boisclair@gsa.gov>, Alicia Woods - ZAD <alicia.woods@gsa.gov>, "Brenda Armijo (8PA)" <brenda.armijo@gsa.gov>, Traci Madison - ZMA <traci.madison@gsa.gov>, Justin Ward - ZO

<justin.ward@gsa.gov>, Donna Garland - OCM <donna.garland@gsa.gov>

No chance for further discussion with key players and other leadership who like other options?

On Feb 1, 2018 12:44 PM, "Pam Dixon - Z" <pamela.dixon@gsa.gov> wrote:

Hi All,

This message was sent to our regional PAOs who run some of the regional social media accounts and I wanted to make sure you had it as well as you're listed as POCs for your respective GSA social media accounts.

We've had some inquiries as to which version of the GSA StarMark should be used for our Twitter icons. Our goal is to ensure consistency across all channels. Our Visual Communications team recommends that we use all available real estate on our Twitter icons to ensure the important elements of our StarMark (the GSA letters) are as large and readable as possible on both desktop and mobile platforms.

Please refresh your regional account's Twitter icon photo with the attached StarMark. Feel free to use the @USGSA Twitter Icon for reference.

If you have any questions, please email socialmedia@gsa.gov.

Thanks!
Pam

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

**Subject:** Re: GSA Star Mark for Social Media
**Date:** Thu, 1 Feb 2018 13:40:15 -0500
**From:** Kristen DiReda - ZMA <kristen.direda@gsa.gov>
**To:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**Message-ID:** <CAMtay05ucvkxmkPmQg_Ki84yMr-B+scP7-OK7CFApg=TMkoaNg@mail.gmail.com>
**MD5:** b26de01b52bc6fdce86d859e74de14ff

Hi Pam,

Just wanted to share the other social media POCs if you'd like to send them this email as a few regional accounts aren't managed by PAOs.

Christi Chidester - ZCR <christina.chidester@gsa.gov>,

Barbara Holzworth - ZCR <barbara.holzworth@gsa.gov>,

Charlie Cook - ZACA <charles.cook@gsa.gov>,

Jessica Tarricone - ZACB-C-C <jessica.boisclair@gsa.gov>,
Alicia Woods - ZCR <alicia.woods@gsa.gov>,

Brenda Armijo - ZCR <brenda.armijo@gsa.gov>,


Bruce Hall - ZCR <brucew.hall@gsa.gov>,
Traci Madison - ZCR <traci.madison@gsa.gov>


Thanks!


Kristen



**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6) | Email: kristen.direda@gsa.gov


On Thu, Feb 1, 2018 at 12:53 PM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Hi All,


As mentioned on our phone call last week...some have inquired as to which version of the GSA StarMark should be used for our Twitter icons. Our goal is to ensure consistency across all channels. Our Visual Communications team recommends that we use all available real estate on our Twitter icons to ensure the important elements of our StarMark (the GSA letters) are as large and readable as possible on both desktop and mobile platforms.

Please refresh your regional account's Twitter icon photo with the attached StarMark. Feel free to use the @USGSA Twitter Icon for reference.


If you have any questions, please email socialmedia@gsa.gov.


Thanks!
Pam



**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

FYI



Thanks,
Ben


**Benjamin E. Kenney**
Associate Administrator, Strategic Communication
U.S. General Services Administration
Cell: (b) (6) ████

benjamin.kenney@gsa.gov

---------- Forwarded message ----------
From: **Twitter Government & Politics** <gov@twitter.com>
Date: Tue, Jan 30, 2018 at 1:16 PM
Subject: Re: Verified Government Official Account
To: Benjamin Kenney - Z <benjamin.kenney@gsa.gov>



Hello Benjamin,


Thank you for your email. We'll submit the verification request on your behalf. Please allow for a couple weeks for this to be processed.


Let us know if you have any questions or need anything further.

Best,

On Tue, Jan 30, 2018 at 12:58 PM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:

Hello,

I hope you're day is going well. I'm reaching out in hopes of getting a government official's account verified on Twitter, in particular GSA Administrator Emily Murphy's account @GSAEmily.

Please let me know if you have any questions or if I should direct this to someone else.

Thanks
 again,
Ben

**Benjamin E. Kenney**
Associate Administrator, Strategic Communication
U.S. General Services Administration
Cell: (b) (6)

| Subject: | Re: New login to Twitter from Chrome on Windows |
|---|---|
| Date: | Tue, 5 Dec 2017 10:22:48 -0500 |
| From: | Pam Dixon - Z <pamela.dixon@gsa.gov> |
| To: | Kristen DiReda - ZMA <kristen.direda@gsa.gov> |
| Cc: | Benjamin Kenney - Z <benjamin.kenney@gsa.gov> |
| Message-ID: | <CAMFu_=TRq9r1WhDpVumv+kgaogQUJVkcNQ2BsyXdZxuy08EgOg@mail.gmail.com> |
| MD5: | 6d164ab5e230073708c5a41ad1fab7a3 |

Was not me.

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Tue, Dec 5, 2017 at 10:19 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:


I'm on twitter on chrome now but it shouldn't register/flag as a new IP address since I go on it everyday.
If it wasn't Pam, I recommend changing the password.


**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services Administration1800 F St NW | Washington DC | 20405
kristen.direda@gsa.gov




On Tue, Dec 5, 2017 at 10:16 AM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:

Just making sure we know who this is...

–
**Benjamin E. Kenney**
Associate Administrator
Office of Strategic Communication
U.S. General Services Administration
Cell: (b) (6)
Email: benjamin.kenney@gsa.gov

---------- Forwarded message ----------
From: **Twitter** <verify@twitter.com>
Date: Tue, Dec 5, 2017 at 9:38 AM
Subject: New login to Twitter from Chrome on Windows
To: GSA <benjamin.kenney@gsa.gov>




**We noticed a
recent login
for your
account
@USGSA.**

| | Chr |
|---|---|
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| ev | on |
| ice | Wi |
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| | ows |
| Lo | Wa |
| ca | shi |
| ti | ngt |
| on | on, |
| * | DC |

*Location is approximate.

based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

**How do I know an email is from Twitter?**
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

**Subject:** Re: New login to Twitter from Chrome on Windows
**Date:** Wed, 18 Oct 2017 11:06:00 -0400
**From:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**To:** Kristen DiReda - ZMA <kristen.direda@gsa.gov>
**Message-ID:** <CAMFu_=Q-O8yON+viqMFDYg+nxpgEYB_8bTsAgeYdvkpti+H+AA@mail.gmail.com>
**MD5:** ce459c7101900628dc8447923f247933

You're correct! Thanks! I let Ben know.

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Wed, Oct 18, 2017 at 10:55 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Hi Ben,

Pam reached out for the twitter login info a little while ago so I believe she may have logged on.

Best,
**Kristen DiReda**

Office of Strategic Communication
U.S. General Services Administration1800 F St NW | Washington  DC | 20405
W: 202.664.3965 | kristen.direda@gsa.gov

On Wed, Oct 18, 2017 at 10:42 AM, Ben Kenney - Z <benjamin.kenney@gsa.gov> wrote:

Are you aware of a new Twitter login?

--
**Benjamin Kenney**

Associate Administrator
Office of Strategic Communication
U.S. General Services Administration
benjamin.kenney@gsa.gov
"Call or text: (b) (6)

Sent from my iPhone

Begin forwarded message:

**From:** Twitter <verify@twitter.com>
**Date:** October 18, 2017 at 10:14:58 AM EDT
**To:** GSA <benjamin.kenney@gsa.gov>
**Subject: New login to Twitter from Chrome on Windows**

We noticed a
recent login
for your

account
**@USGSA.**

| Device | Chrome on Windows |
| --- | --- |
| Location * | St Charles, MD |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

How do I know an email is from Twitter?
Links in this email will start with "**https://**" and contain "**twitter com.**" Your browser will also display a padlock icon to let you know a site is secure.

Sounds good. Thanks.

--
**Benjamin E. Kenney**
Associate Administrator
Office of Strategic Communication
U.S. General Services Administration
Cell: (b) (6)
Email: benjamin.kenney@gsa.gov

On Thu, Sep 7, 2017 at 11:48 AM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Thanks Kristen.

Ben - as Kristen mentioned, Connie runs analytical reports for FAS. She does this routinely and reports them to Cara. Cara confirmed Connie was someone who does not tweet and would use the access purely to run the routine reports. She did not get access to all our passwords, just the twitter info.

Happy to discuss further!

Pam

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Thu, Sep 7, 2017 at 11:44 AM, Kristen DiReda - CSDE1 <kristen.direda@gsa.gov> wrote:

Hi Ben,

That is Connie Smith on the FAS Client Team. She runs an analysis on FAS announcements and provides reports for Cara. I've cc'd Pam as she followed up with Cara this morning about this process.

Best,
Kristen

**Kristen DiReda**
Office of Strategic Communication
U.S. General Services Administration1800 F St NW | Washington, DC | 20405
W: 202.664.3965 | kristen.direda@gsa.gov

On Thu, Sep 7, 2017 at 11:37 AM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:

Is this you?
--
**Benjamin E. Kenney**
Associate Administrator
Office of Strategic Communication
U.S. General Services Administration

Cell: (b) (6)
Email: benjamin.kenney@gsa.gov

---------- Forwarded message ----------
From: **Twitter** <verify@twitter.com>
Date: Thu, Sep 7, 2017 at 11:35 AM
Subject: New login to Twitter from Chrome on Windows
To: GSA <benjamin.kenney@gsa.gov>

**We noticed a recent login for your account @USGSA.**

| | |
|---|---|
| Device | Chrome on Windows |
| Location* | Washington, DC |

*Location is approximate based on the login's IP address.

**If this was you:**
Great! There's nothing else you need to do.

**If this wasn't you:**
Your account may have been compromised and you should take a few steps to make sure your account is secure. To start, reset your password now.

How do I know an email is from Twitter?
Links in this email will start with "https://" and contain "twitter.com." Your browser will also display a padlock icon to let you know a site is secure.

Help | Email security tips

This email was meant for @USGSA

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

**Subject:**  Re: Saturday - Important social media posts on Hurricane Harvey
**Date:**  Mon, 28 Aug 2017 08:21:34 -0400
**From:**  Pam Dixon - Z <pamela.dixon@gsa.gov>
**To:**  Kristen DiReda - CSDE1 <kristen.direda@gsa.gov>
**Message-ID:**  <CAMFu_=QVb9UqGvx+yiLA2ZeOOWj_gCTYVxcFnk=-8S1Nj96C6g@mail.gmail.com>
**MD5:**  20101cf8ade041c18e84de9ca6e892ab

Thanks Kristen. Not to worry. This came in after hours so I didn't expect them to go up since we didn't discuss before.

For future reference, yes. But hopefully we'll know enough in advance that the posts can be scheduled. We can discuss further.


Thanks!
Pam


**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Mon, Aug 28, 2017 at 7:59 AM, Kristen DiReda - CSDE1 <kristen.direda@gsa.gov> wrote:

Hi Pam,


I am so sorry I missed these. I was out of town this weekend and did not have my work phone with me.


I noticed the tweets were sent out but I am happy to rework the Facebook posts if you'd like them to go out today and tomorrow. For future reference, in cases of emergencies such as unexpected weather or national issues, should I expect to promote pieces on social media?


Please know that I'm happy to do so away from my hours in those situations.



Best,
Kristen



**Kristen DiReda**

Office of Strategic Communication
U.S. General Services Administration1800 F St NW | Washington, DC | 20405
W: 202.664.3965 | kristen.direda@gsa.gov



On Sat, Aug 26, 2017 at 12:00 AM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

I apologize in advance for the late emails. This didn't come until after hours tonight and I am just getting back home.

If you are able to schedule these - let me know.

Also, please know - there's no expectation for you to work on the weekends. Because of the emergency of the situation with the hurricane it didn't get to me until after hours. In the future, you'll be given non work-hour posts in advance so they can be scheduled.

Thanks Kristen.

Pam

Sent from my iPhone

On Aug 25, 2017, at 11:44 PM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Kristin -

Please see the below posts. Can you please start posting them tomorrow morning. You can schedule them as listed. That way you don't have to put them up over the weekend. Please do twitter as well.

Please add the FB post that was intended for tonight to tomorrow morning for the first one. You can schedule the other twitter ones as well. The first one was posted tonight.

Let me know if you have any questions.

Thank you,
Pam

Sent from my iPhone

Begin forwarded message:

**From:** Justin Ward - ZO <justin.ward@gsa.gov>
**Date:** August 25, 2017 at 5:30:29 PM EDT
**To:** Ben Kenney - Z <benjamin.kenney@gsa.gov>
**Cc:** Pam Dixon - Z <pamela.dixon@gsa.gov>, Jeff Leieritz - Z <jeffrey.leieritz@gsa.gov>, Donna Garland <donna.garland@gsa.gov>
**Subject: Re: Fwd: ts-harvey - Invitation to edit**

All,

I just talked to Sarah. She is going to update our main web page with Emergency Operations information. She will do that tonight. She is also going to manually update the facility status page. She will do that Sunday morning and confirm the list with Shala on Sunday afternoon. This way we can post the social media update on Monday and know that it is correct. I'll be available this weekend if you need anything from me. Thanks all for your help.

Justin

On Aug 25, 2017 5:10 PM, "Benjamin Kenney - Z" <benjamin.kenney@gsa.gov> wrote:

Please use #Harvey - this is what FEMA is currently using.

Please have Kristin incorporate these into Hootsuite and have them scheduled periodically over the weekend. If not, can she please manually input them into both F B and Twitter?

Let me know if you have any questions.

--
**Benjamin E. Kenney**
Associate Administrator
Office of Strategic Communication
U.S. General Services Administration
Cell: (b) (6)
Email: benjamin.kenney@gsa.gov

---------- Forwarded message ----------
From: **Justin Ward - ZO** <justin.ward@gsa.gov>

Date: Fri, Aug 25, 2017 at 4:58 PM
Subject: Fwd: ts-harvey - Invitation to edit
To: Ben Kenney - Z <benjamin.kenney@gsa.gov>

Ben,

I added to the "TS Harvey" google site page the generic "Emergency Operations" talking points I sent earlier. I've also added the talking points we received from Donna (labeled as TPs for 8/25). Hopefully R7 can add some more specific talking points that include what facilities will be affected, what vendors and federal tenants in the area should know, and what the region is doing specifically to reduce the impact of the storm.

As discussed, below are my recommended social media updates. R7 has still not updated their social media sites since April. It would be great to not only have these posted on our USGSA twitter and facebook pages, but also on the R7 pages. Perhaps Kristen or Pam could assist with that? The log-in info is: Username: US_GSAR7, Password: GreaterSW7region#

Additionally, I'll talk to Sarah about updating the banner or including a rotating feature block on the homepage that takes viewers to our emergency response page, gsa.gov/emergency

Here are my recommended GSA Social Media updates for Emergency Response Operations:

Please let me know how I can help.

Justin


Justin M. Ward, APR
Deputy Associate Administrator, Operations
Office of Strategic Communication
General Services Administration
202-969-7354
202-279-1382
justin.ward@gsa.gov

---------- Forwarded message ----------
From: **Justin Ward - ZO** <justin.ward@gsa.gov>
Date: Fri, Aug 25, 2017 at 10:29 AM
Subject: Re: ts-harvey - Invitation to edit
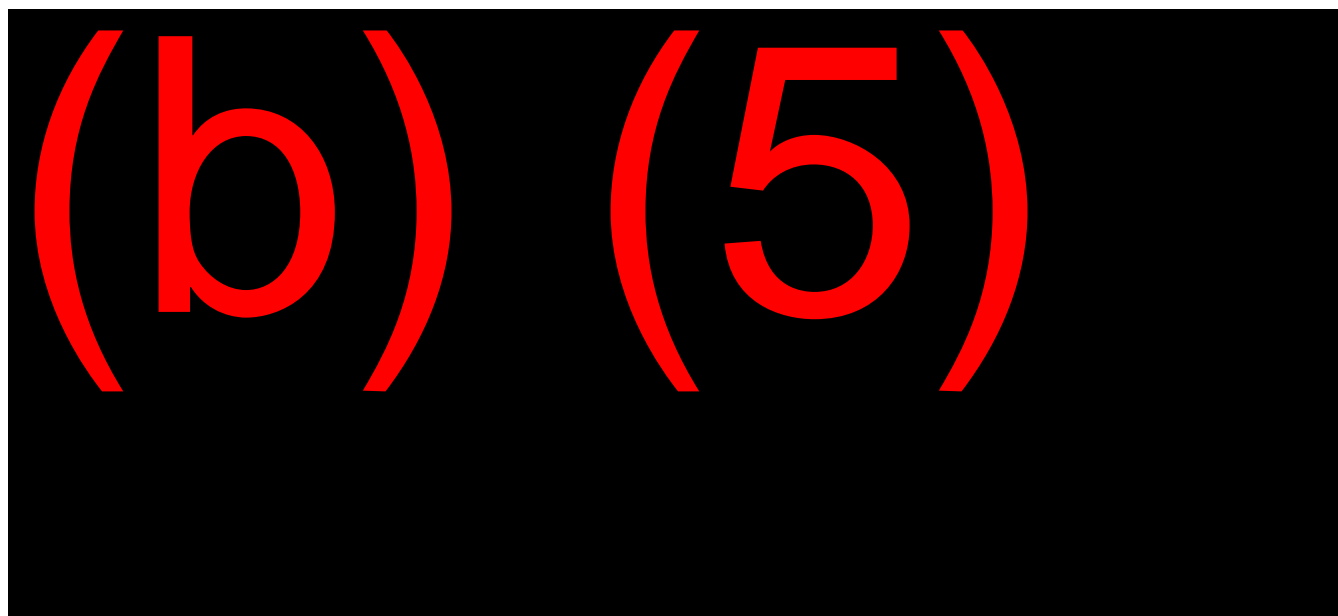To: Donna Garland - ZC <donna.garland@gsa.gov>
Cc: Benjamin Kenney - Z <benjamin.kenney@gsa.gov>, Jeff Leiertz <jeffrey.leieritz@gsa.gov>, Pam
Dixon <pamela.dixon@gsa.gov>

All,

The "OSC Messaging/Talking Points" area is blank. Because the R7 folks may be too busy responding to requests for information to fill it out, I've drafted below my signature block a few messages to get us started.

Ben, Donna - What are your thoughts about posting these on the site?

Pam - What are your thoughts on having Kristen review these to determine the appropriateness of sharing on our GSA social media sites? Also, the R7 twitter and FB sites have not been updated since April 20. Perhaps Kristen can call Tina to confirm that she can start sharing these messages on R7's pages as well. Thoughts?

Justin

Justin M. Ward, APR
Deputy Associate Administrator, Operations
Office of Strategic Communication
General Services Administration
202-969-7354
202-279-1382
justin.ward@gsa.gov

---------

(b) (5)

**(b) (5)**

On Fri, Aug 25, 2017 at 9:44 AM, Donna Garland - ZC <donna.garland@gsa.gov> wrote:

The Region 7 comms team is working on this. I'll get what they've developed and make sure they are in this site.

*Donna M. Garland*
Deputy Associate Administrator,
Office of Strategic Communication
General Services Administration
1800 F Street NW
Washington, DC 20405
☎ 202-969-7235

☐ (b) (6)

On Fri, Aug 25, 2017 at 8:37 AM, Benjamin Kenney - Z <benjamin.kenney@gsa.gov> wrote:

FYI- making sure all the appropriate comms staff can access this doc...

There is a tab left for O S C regarding messaging/talking points.

--
**Benjamin E. Kenney**
Associate Administrator
Office of Strategic Communication
U.S. General Services Administration
Cell: (b) (6)
Email: benjamin.kenney@gsa.gov

---------- Forwarded message ----------
From: **Antonio Strong - D1AC** <antonio.strong@gsa.gov>
Date: Thu, Aug 24, 2017 at 6:20 PM
Subject: Re: ts-harvey - Invitation to edit
To: Dustin Williams - D1A <dustin.williams@gsa.gov>
Cc: oma-headquarters@gsa.gov, michael.mcdaniel@gsa.gov, latoya.cooper@gsa.gov, matthew.madison@gsa.gov, shala.geer-smith@gsa.gov, tina.jaegerman@gsa.gov, leslie.powell@gsa.gov, sherrie.young-johnson@gsa.gov, tammi.keen@gsa.gov, kenneth.livingston@gsa.gov, johnny.south@gsa.gov, lynn.evans@gsa.gov, jan.trevino@gsa.gov, james.ferracci@gsa.gov, jim.weller@gsa.gov, george.prochaska@gsa.gov, jennifer.koranda@gsa.gov, region-7-emergency-response-team@gsa.gov, mike.stec@gsa.gov, courtney.dietzler@gsa.gov, John Figard - QS0C <john.figard@gsa.gov>, Gwyneth Caverly - QS0C <gwyneth.caverly@gsa.gov>, Juan Jose Tijero - QS0C <juanjose.tijero@gsa.gov>, aaron.augustino@gsa.gov, SERT@gsa.gov

Dustin,

got it, thanks.

V/r,

*Antonio*

Antonio D. Strong, CPCP

**Emergency Management Specialist**
**Operations and Plans**

**Office of Mission Assurance (OMA)**
U.S. General Services Administration

1800 F Street NW, Washington, DC 20403
202-208-6299 VoIP
(b) (6)  Mobile
antonio.strong@gsa.gov

*I will not follow where the path may lead, but I will go where there is no path, and I will leave a trail.* by Muriel Strode.

*Confidentiality Notice: This e-mail message, including any attachments, is intended only for the person(s) or entity(ies) to which it is addressed and contains information that may be confidential, legally protected, privacy relevant, proprietary in nature or otherwise protected by law from disclosure. If you received this message in error, you are hereby notified that reading, sharing, copying or distributing this message, or its contents, is prohibited. Please telephone or reply to me immediately and delete all copies of the message.*

On Thu, Aug 24, 2017 at 4:09 PM, Dustin Williams - D1A (via Google Sites) <dustin.williams@gsa.gov> wrote:

Dustin Williams - D1A has invited you to **edit** the following site:

⬜ts-harvey

Good Afternoon,

Please review the linked Fusion Site, which will be used to track and update the situation regarding Hurricane Harvey. This is a living document and will be updated by the Office of Mission Assurance as information is made available.

Open

Google Sites makes creating and sharing a group website easy.
Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

**Subject:** Fwd: ts-harvey - Invitation to edit
**Date:** Fri, 25 Aug 2017 17:10:49 -0400
**From:** Benjamin Kenney - Z <benjamin.kenney@gsa.gov>
**To:** Pam Dixon <pamela.dixon@gsa.gov>, Justin Ward - ZO <justin.ward@gsa.gov>
**Message-ID:** <CAFaOHT5DjWi4FG=P15j=95OBaCC2MwKV=c71VTKHMGQ+yO+Tpg@mail.gmail.com>
**MD5:** e35fcb0ca0f1742bfc52d8e9b942f087

Please use #Harvey - this is what FEMA is currently using.

Please have Kristin incorporate these into Hootsuite and have them scheduled periodically over the weekend. If not, can she please manually input them into both FB and Twitter?

Let me know if you have any questions.

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Associate Administrator
Office of Strategic Communication
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Cell: (b) (6)
Email: benjamin.kenney@gsa.gov

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(b) (5)

# (b) (5)

Please let me know how I can help.
Justin


Justin M. Ward, APR
Deputy Associate Administrator, Operations
Office of Strategic Communication
General Services Administration
202-969-7354
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To: Donna Garland - ZC <donna.garland@gsa.gov>
Cc: Benjamin Kenney - Z <benjamin.kenney@gsa.gov>, Jeff Leiertz <jeffrey.leieritz@gsa.gov>, Pam Dixon <pamela.dixon@gsa.gov>

All,

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Justin

Justin M. Ward, APR
Deputy Associate Administrator, Operations
Office of Strategic Communication
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# (b) (5)

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*Donna M. Garland*
Deputy Associate Administrator,
Office of Strategic Communication
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1800 F Street NW
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☏ (b) (6)


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FYI- making sure all the appropriate comms staff can access this doc...


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Office of Strategic Communication
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Cc: oma-headquarters@gsa.gov, michael.mcdaniel@gsa.gov, latoya.cooper@gsa.gov, matthew.madison@gsa.gov, shala.geer-smith@gsa.gov, tina.jaegerman@gsa.gov, leslie.powell@gsa.gov, sherrie.young-johnson@gsa.gov, tammi.keen@gsa.gov, kenneth.livingston@gsa.gov, johnny.south@gsa.gov, lynn.evans@gsa.gov, jan.trevino@gsa.gov, james.ferracci@gsa.gov, jim.weller@gsa.gov, george.prochaska@gsa.gov, jennifer.koranda@gsa.gov, region-7-emergency-response-team@gsa.gov, mike.stec@gsa.gov, courtney.dietzler@gsa.gov, John Figard - QS0C <john.figard@gsa.gov>, Gwyneth Caverly - QS0C <gwyneth.caverly@gsa.gov>, Juan Jose Tijero - QS0C <juanjose.tijero@gsa.gov>, aaron.augustino@gsa.gov, SERT@gsa.gov
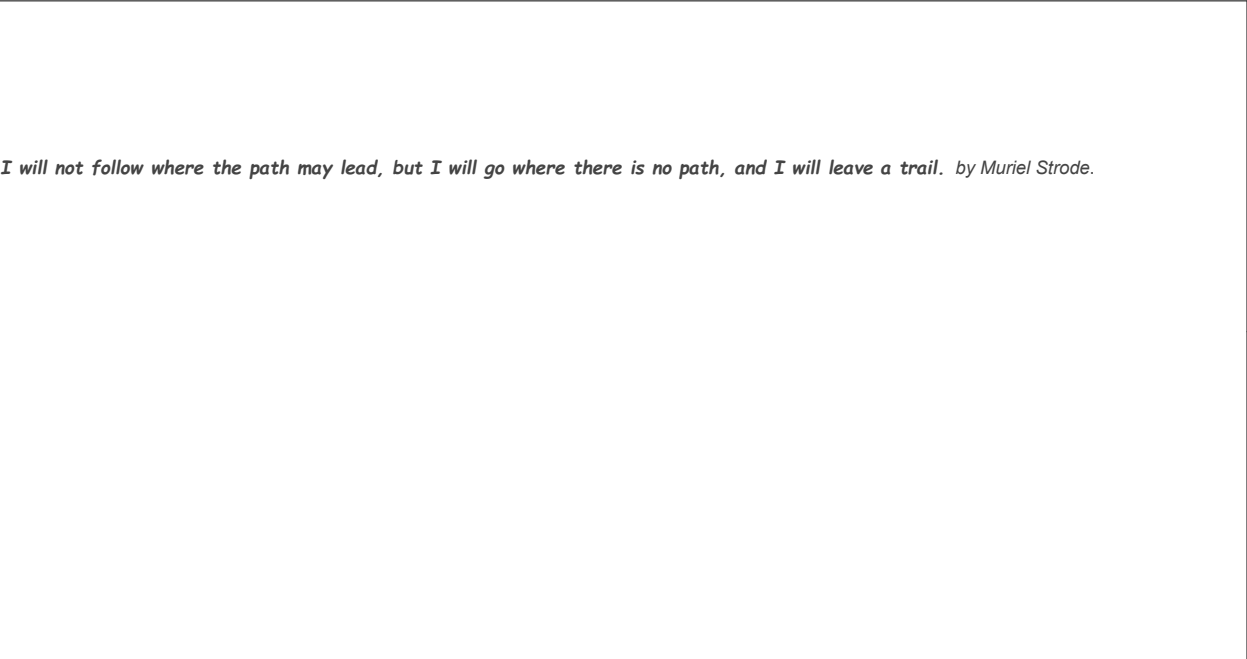
Dustin,

got it, thanks.

V/r,

*Antonio*

Antonio  D.  Strong , CPCP

Emergency Management Specialist
Operations and Plans

Office of Mission Assurance (OMA)
U.S. General Services Administration

1800 F Street NW, Washington, DC 20403
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ts-harvey

Good Afternoon,

Please review the linked Fusion Site, which will be used to track and update the situation regarding Hurricane Harvey. This is a living document and will be updated by the Office of Mission Assurance as information is made available.

Open

Google Sites makes creating and sharing a group website easy.

| | |
|---|---|
| **Subject:** | RE: WashPost request |
| **Date:** | Tue, 18 Jul 2017 18:13:00 +0000 |
| **From:** | '(b) (6) <(b) (6) washpost.com> |
| **To:** | Renee Kelly - ZCR <renee.kelly@gsa.gov> |
| **Cc:** | Donna Garland - ZC <donna.garland@gsa.gov>, Pam Dixon - ZB <pamela.dixon@gsa.gov> |
| **Message-ID:** | |
| | <BN6PR06MB3059DD02C732ABC480A9FFC094A10@BN6PR06MB3059.namprd06.prod.outlook.com> |
| **MD5:** | b2e77834629c13ddabc74895783412e9 |

Thanks very much.

**From:** Renee Kelly - ZCR [mailto:renee.kelly@gsa.gov]
**Sent:** Tuesday, July 18, 2017 2:11 PM
**To:** (b) (6) <(b) (6) washpost.com>
**Cc:** Donna Garland - ZC <donna.garland@gsa.gov>; Pam Dixon - ZB <pamela.dixon@gsa.gov>
**Subject:** Re: WashPost request

Hi (b) (6)

Thanks for reaching out. I'm connecting you with Donna Garland (cc'd) in regards to your inquiry on the Kaspersky Lab. She will review your inquiry and get back to you.

Renee

Renee Kelly

Public Affairs Officer

Office of Strategic Communication

U.S. General Services Administration

National Capital Region

Public Buildings Service

c: (b) (6)

o: 202.969.5502

Follow us on twitter at @USGSA[twitter.com]

www.gsa.gov[usgsa.gov]

On Tue, Jul 18, 2017 at 2:05 PM, (b) (6) <(b) (6) washpost.com> wrote:

Hi Renee, (b) (6)(b) (6) at The Post. I am writing an article about GSA's decision last week to remove Kaspersky Lab from vendor lists and how government agencies, states and others are responding. Could you facilitate a conversation today or tomorrow with the appropriate folks at GSA who could discuss what prompted the decision? I understand that a portion of that conversation may have to be on background and/or off-the-record, but I want to make sure we have the best understanding of the

threats GSA perceived to accurately characterize it in the article, even if in general terms.

Thank you,
(b) (6)


█████ C. Davis
The Washington Post
202.334.9599 – office
(b) (6) – mobile
(b) (6)washpost.com
Twitter: @(b) (6)twitter.com]

7/18/17

R5 shared a previously approved quote on the State Street disposal with the Chicago Gazette.

The quote has been added to the initial [inquiry document](#).

CO The Federal Blockchain Forum was held at GSA today. FAS Commissioner Alan Thomas

provided opening remarks and Congressman David Schweikert attended. The event was

covered @usgsa Twitter handle.

CO [responded](#) to the WSJ regarding the decline in federal dollars

CO declined interview with NBC Universal regarding Kaspersky.

I

CO responded to Meritalk confirming date of new appointee Alison B.

I

CO released WPA footage to WGBH's *Open Studio with Jared Bowen* for use in broadcast

special

**Milayo Olufemi**
GSA Deputy Press Secretary
U.S. General Services Administration
1800 F St.| Washington, D.C| 20405
c: (b) (6)
e: Milayo.Olufemi@gsa.gov

**Subject:** Re: Social media for Swearing-In Ceremony
**Date:** Wed, 24 Jan 2018 12:07:00 -0500
**From:** Kristen DiReda - ZMA <kristen.direda@gsa.gov>
**To:** Pam Dixon - Z <pamela.dixon@gsa.gov>
**Message-ID:** <CAMtay0752tB1yva29wh6JGWPVYiay5PNC2vreadGR4K3fbj=kg@mail.gmail.com>
**MD5:** d8cdba5e4bb015ffa465d58f034a7ce5
**Attachments:** GSA_Star_Mark-«(RGB).png

Pam,

Sorry, the logo must not have attached. Here is the GSA Star Mark that can be uploaded to the GSA Icon Photo.

Thanks,
**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6) | Email: kristen.direda@gsa.gov

On Wed, Jan 24, 2018 at 12:01 PM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Thanks. This is good language. I just see the link to the USGSA account. Can you send the logo as a separate attachment.

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Wed, Jan 24, 2018 at 11:57 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Pam,

Per your request, please see the draft language for your email to the social media POCs. I've also attached the GSA Star Mark that can be uploaded as the Twitter Icon photo.

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As we get ready to roll-out the updated social media policy, a recent topic that's come up is the use of the GSA Star Mark on Twitter. Our goal is to ensure consistency across the channels managed by OSC. Our Visual Communications team recommends that we use all available real estate on our Twitter Icons to ensure the important elements of our Star Mark (the GSA letters) are as large and readable as they can be on both desktop and mobile platforms. Please refresh your regional account's Twitter Icon photo with the attached Star Mark. Feel free to use the @USGSA Twitter Icon for reference.

If you have any questions, please reach out!

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Thanks,
**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6) | Email: kristen.direda@gsa.gov

**Kristen DiReda**
Communications Specialist

Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6) | Email: kristen.direda@gsa.gov

On Wed, Jan 24, 2018 at 10:48 AM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Kristen - we're going to go with the @USGSA mark for all the regions to use. I'll make an announcement on the PAO call tomorrow. That way we can take questions. Then we'll send out an email Thursday afternoon that has the graphic attached for the regions to use. Please hold on informing any of the regions or social media POCs until we have our call and make the announcement there.

Sometime today - draft an email to be sent to the social media POCs that has the graphic attached and general instructions on using it for their twitter handle -- and shoot it to me for review. I'll send that communication out later tomorrow after our call.

**Pamela A. Dixon**
Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

On Wed, Jan 24, 2018 at 8:00 AM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Pam,

This discussion is about the use of the Star Mark on Twitter. Jeff's recommendation is to do it the way the @USGSA account has the Star Mark and to ensure all accounts are consistent. While neither way is wrong, a final decision will need to be communicated to the social media regional POCs to ensure the use of the Star Mark in icon photos is consistent.

Thanks,

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: (b) (6) | Email: kristen.direda@gsa.gov

---------- Forwarded message ----------
From: **Jeff White - ZOV** <jeffrey.white@gsa.gov>
Date: Fri, Jan 19, 2018 at 9:47 AM
Subject: Re: Social media for Swearing-In Ceremony
To: Bruce Hall - ZCR <brucew.hall@gsa.gov>
Cc: Kristen DiReda - ZMA <kristen.direda@gsa.gov>, Donna Garland - OCM <donna.garland@gsa.gov>

Hi Bruce,
Generally I prefer to use all available real estate to ensure the important elements of our Star Mark are as large and readable as they can be.
Looking at R3's solution on my phone and I just feel that the Star Mark is too small with their approach. The most important element - the "GSA" doesn't pop.
That being said, it's basically a subjective decision - neither way is "wrong" - I just feel that using the entire available area is more effective in making our logo readable and is more consistent with what other twitter users are doing. What does absolutely have to happen regardless of the final decision is that we need to enforce consistent use across all of our SM accounts, having three different approaches is no good.

Jeff White
Visual Communications Branch Chief
GSA Office of Strategic Communication
O: 703-822-3341


On Thu, Jan 18, 2018 at 5:50 PM, Bruce Hall - ZCR <brucew.hall@gsa.gov> wrote:

Sounds good, Kristen. The discussion originally started when we visited R3 and saw their use of the Star Mark as being a good practice. If there are other arguments for not doing it that way, I'm okay with it. Either way, we should push for consistency among all GSA, so we do need to resolve it. I certainly defer to Jeff's advice if that's standard industry practice.


Bruce W. Hall

Supervisory Communications Specialist (OSC R3-6)
230 S. Dearborn, Ste. 3300, Chicago, IL 60604
312-353-2605 (office); (b) (6) (cell)
Great Lakes Region


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On Thu, Jan 18, 2018 at 4:12 PM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:


Thanks, Bruce! I noticed some federal agencies with square/rectangular logos also use the circular format that the Twitter icon photo is set to. I find that by formatting it the way the @USGSA page has it makes the GSA letters look more prominent. I'm looping in Jeff White as he might have further insight or guidance about the use of the GSA Star Mark.


Best,
Kristen


**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services Administration Cell: (b) (6)  Email: kristen.direda@gsa.gov


On Thu, Jan 18, 2018 at 10:37 AM, Bruce Hall - ZCR <brucew.hall@gsa.gov> wrote:

Kristen,
Personally, I think we should have further discussion of this among national OSC. I know it can be acceptable based on how Twitter displays its icons, but if we have a better solution, one that works within the Twitter display shortcomings while still displaying the Star Mark brand in the way it was meant to be displayed (and the way it's displayed everywhere else), why not do that? When you look at the front page of a the @USGSA account, it is somewhat obvious and maybe acceptable that the Star Mark is misshappen, but as you look down the list of recent posts, the Star Mark in white background displays so much better.


Bruce W. Hall

Supervisory Communications Specialist (OSC R3-6)
230 S. Dearborn, Ste. 3300, Chicago, IL 60604
312-353-2605 (office); (b) (6) cell)

[Great Lakes Region](#)

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On Wed, Jan 17, 2018 at 8:01 AM, Kristen DiReda - ZMA <[kristen.direda@gsa.gov](mailto:kristen.direda@gsa.gov)> wrote:

Hi Bruce,

I talked with Jeff White to get further guidance on the use of the Star Mark. He said it is acceptable to have a "circular" Star Mark when it is the native shape of the social media site s profile image. His recommendation is that Region 3's icon photo should match the @USGSA account s look.

I noticed that a few of the regional twitter accounts have different styles/shapes of icon photos. I can send out an email this week to ask that the icon photos be updated to match the @USGSA account and include a version of the star mark to use.

Thanks!

Best,
Kristen

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: **(b) (6)**  Email: [kristen.direda@gsa.gov](mailto:kristen.direda@gsa.gov)

On Tue, Jan 16, 2018 at 4:41 PM, Kristen DiReda - ZMA <[kristen.direda@gsa.gov](mailto:kristen.direda@gsa.gov)> wrote:

Hi Bruce,

Thanks so much for bringing this to my attention! I'm going to check with our Visual Comms team to get further guidance on using the Star Mark to ensure we're in compliance. I'll keep you updated.

Best,
Kristen

**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell: **(b) (6)**  Email: [kristen.direda@gsa.gov](mailto:kristen.direda@gsa.gov)

On Tue, Jan 16, 2018 at 9:27 AM, Bruce Hall - ZCR <[brucew.hall@gsa.gov](mailto:brucew.hall@gsa.gov)> wrote:

Kristen,
Have you ever seen how [Region 3](#) does their Twitter ID graphic with the GSA Star Mark? They kept the Star Mark in its original shape with a white circle around it. That way when you scroll down the list of tweets, the GSA Star Mark stands out clearly as the real Star Mark. Instead of inserting the Star Mark directly, I believe they simply put it on a white background and saved it as a graphic and inserted that graphic. I have one, but you may have to play around with the sizing to get it to work right.

Should we adopt this style for all GSA Twitter sites?

Bruce W. Hall

Supervisory Communications Specialist (OSC R3-6)
[230 S. Dearborn, Ste. 3300, Chicago, IL 60604](#)
[312-353-2605](#) (office); **(b) (6)** cell)
[Great Lakes Region](#)

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On Fri, Jan 12, 2018 at 4:02 PM, Kristen DiReda - ZMA <kristen.direda@gsa.gov> wrote:

Hi all -

I just wanted to let everyone know that the Administrator will be sharing a tweet on Monday in honor of MLK Day. I'll be re-tweeting it from the GSA account and you're more than welcome to amplify it as well!

> @GSAEmily: Today we honor Dr. Martin Luther King, Jr. & his inspiring leadership, service & devotion to the pursuit of justice. Working together, we will guarantee the legacy of Dr. King is preserved for future generations. #MLKDay

We also just tweeted out a message from the GSA account in advance of the long weekend if you're interested in amplifying. https://twitter.com/USGSA/status/951933052971659264

Thanks and have a great weekend!

Best,
**Kristen DiReda**
Communications Specialist
Public Engagement & Social Media
Office of Strategic Communication
U.S. General Services AdministrationCell (b) (6) | Email: kristen.direda@gsa.gov

**Subject:**    Re: GSA Star Mark for Social Media
**Date:**    Thu, 1 Feb 2018 10:53:10 -0800
**From:**    Christi Chidester - ZCR <christina.chidester@gsa.gov>
**To:**    Pam Dixon - Z <pamela.dixon@gsa.gov>
**Message-ID:**    <CAOPxKJMP6+T5B2tD-dEYP+NyQPYYseK-9qXWX-iBu67N8OrbLQ@mail.gmail.com>
**MD5:**    2a95522eb2e59726c12e68668714331a

Pam,

Thanks for the clarification.

I went ahead and downloaded the image for our R9 account, however, when I went to replace the old one, I realized that Twitter has made all the icons round. Thus, the starmark will still be trimmed down in the corners.
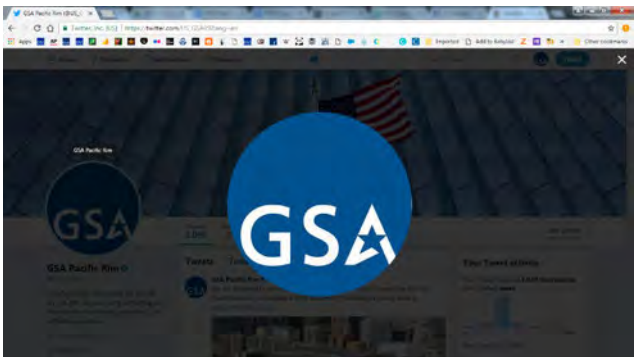


Just wanted to make you aware in case you, like me, hadn't really processed the change.

**Christi Chidester Votisek**
*Communications Specialist*
OFFICE OF STRATEGIC COMMUNICATION
**(415) 816-8512**

On Thu, Feb 1, 2018 at 10:44 AM, Pam Dixon - Z <pamela.dixon@gsa.gov> wrote:

Hi All,

This message was sent to our regional PAOs who run some of the regional social media accounts and I wanted to make sure you had it as well as you're listed as POCs for your respective GSA social media accounts.

We've had some inquiries as to which version of the GSA StarMark should be used for our Twitter icons. Our goal is to ensure consistency across all channels. Our Visual Communications team recommends that we use all available real estate on our Twitter icons to ensure the important elements of our StarMark (the GSA letters) are as large and readable as possible on both desktop and mobile platforms.

Please refresh your regional account's Twitter icon photo with the attached StarMark. Feel free to use the @USGSA Twitter Icon for reference.

If you have any questions, please email socialmedia@gsa.gov.

Thanks!
Pam

**Pamela A. Dixon**

Press Secretary
Office of Strategic Communication
U.S. General Services Administration
202-412-2192
pamela.dixon@gsa.gov

**Subject:** Fwd: Final Communications Boot Camp Deck
**Date:** Thu, 27 Sep 2018 10:34:04 -0400
**From:** Austin Price - M1Y <austin.price@gsa.gov>
**To:** Donna Garland - ZC <donna.garland@gsa.gov>, Jeff Leieritz - Z <jeffrey.leieritz@gsa.gov>,
Pam Dixon - A <pamela.dixon@gsa.gov>
**Message-ID:** <CAOHwbuaduuh6ao_ocogoMu-j0AF8Ac8977TkFVmO_c8Qaw_ndQ@mail.gmail.com>
**MD5:** 65276146120a5a5a51a391a387898ce4
**Attachments:** CAP Goal Communications Boot Camp Deck FINAL.pptx

---------- Forwarded message ---------
From: **Nicole Rosica - MY-C** <nicole.rosica@gsa.gov>
Date: Thu, Sep 27, 2018 at 10:13 AM
Subject: Final Communications Boot Camp Deck
To: Austin Price - M1Y <austin.price@gsa.gov>, Rachel Crew - MY-C <rachel.crew@gsa.gov>, Lauren
Stocker - M1Y <lauren.stocker@gsa.gov>, Lauren Anderson - MY-C <lauren.anderson@gsa.gov>, Megan
Looff - MY-C <megan.looff@gsa.gov>, **(b) (6)** eaglehillconsulting.com>

Hi Team,

Please see attached for the final Boot Camp Deck. For best results/full effect, view in Presentation
mode.

I am adapting this into a more concise Participant Guide, which will be complete by this afternoon.

Please note that there may be a few minor edits to Donna's section after our Run of Show today as I
haven't received all of her comments.

Best,

**(b) (6)**

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**(b) (6)** CONTRACTOR

Eagle Hill Consulting, LLC

Mobile (b) (6)

Contractor's Place of Performance

1800 F Street NW

Washington, DC 20405

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U.S. General Services Administration

Austin Price

Office of Governmentwide Policy

Hi Pam,

In case you didn't get this, below is a link to the Social Media event Gabbie spoke at yesterday.

---------- Forwarded message ---------
From: (b) (6) @ourpublicservice.org>
Date: Wed, May 22, 2019 at 12:17 PM
Subject: Thank you for attending yesterday's Federal Communicators Network event!
To: (b) (6) urpublicservice.org>

View this email in your browser

# Engaging Your Audience With Social Media

On behalf of the Partnership for Public Service and the Federal Communicators Network, thank you for attending our event, "Engaging Your Audience With Social Media."

You can watch the recording of yesterday's panels here, as well as download the presentation slides and Twitter's guide on media tips (both attached).

Please take a quick moment to vote for our 2019 Sammies People's Choice Award- your support of some of government's finest employees is greatly appreciated. If you have any interest in signing up for an Instagram Takeover on @RPublicService, please let me know!

Our next FCN event is scheduled for Tuesday, August 20, and will focus on analytics.

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**LET'S KEEP IN TOUCH:**
Signup for weekly Partnership updates and join our social community.

Please contact Meredith Huddle a **(b) (6)** urpublicservice.org if you have questions regarding today's event.

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|---|---|
| **GSA** | U.S. General Services Administration |
| | Lashelle Chaffins |
| | (O)202-208-5619 |
| | (C **(b) (6)** |
| | Lashelle.Chaffins@gsa.gov |